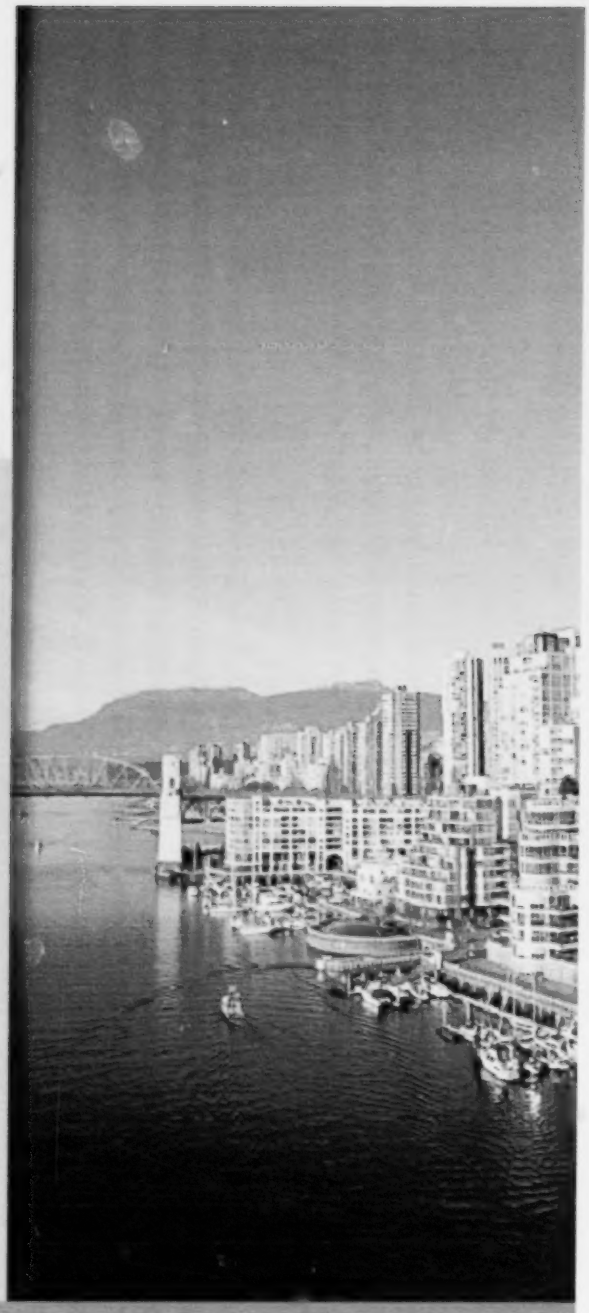
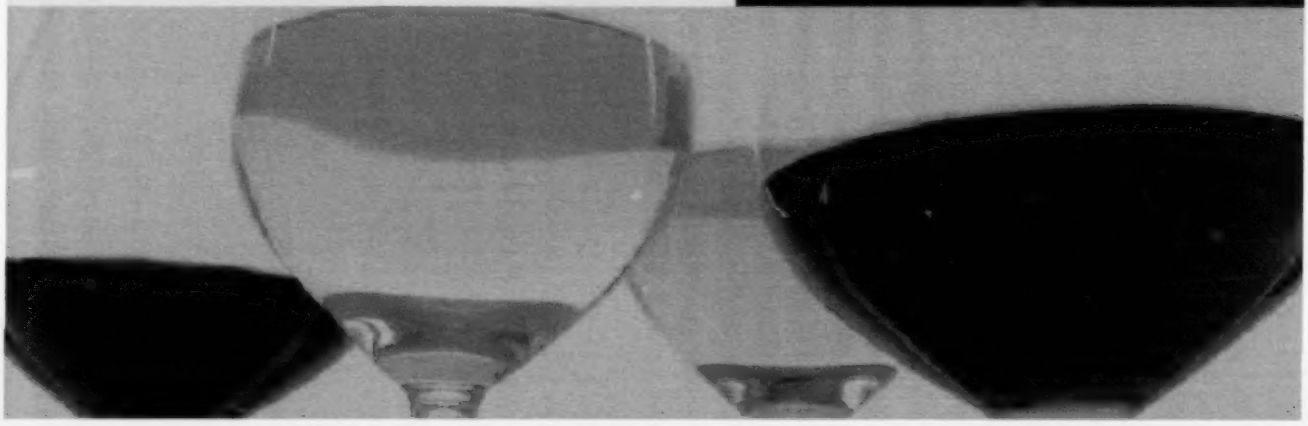
# QUARTERLY MARKET REVIEW



JUNE 2013

BRITISH COLUMBIA

LIQUOR DISTRIBUTION BRANCH



# Table of Contents


Introduction ..... 3
Highlights by Category ..... 4
Charts - Overall Market ..... 5
Charts - Overall Market (Domestic/Import) ..... 6
Total Market (by Volume) ..... 7
Total Market (by Retail Dollars) ..... 8
Charts - Packaged vs Draft Beer ..... 9
Charts - Domestic vs Import Beer ..... 10
Charts - Import Beer Market ..... 11
Domestic Beer Market (by Volume) ..... 12
Domestic Beer Market (by Retail Dollars) ..... 13
Import Beer Market (by Volume) ..... 14
Import Beer Market (by Retail Dollars) ..... 19
Charts - Coolers and Ciders ..... 24
Cider Market (by Volume) ..... 25
Cider Market (by Retail Dollars) ..... 26
Cooler Market (by Volume) ..... 27
Cooler Market (by Retail Dollars) ..... 28
Charts - Spirits ..... 29
Charts - Spirits Sales Breakdown ..... 30
Spirits Market (by Volume) ..... 31
Spirits Market (by Retail Dollars) ..... 33
Spirits Market - Liqueurs (by Volume) ..... 35
Spirits Market - Liqueurs (by Retail Dollars) ..... 40
Spirits Market - Overall (by Volume) ..... 45
Spirits Market - Overall (by Retail Dollars) ..... 46
Charts - Wine (Domestic/Import) ..... 47
Charts - Domestic Wine ..... 48
Charts - Import Wine ..... 49
Domestic Wine Market (by Volume) ..... 50
Domestic Wine Market (by Retail Dollars) ..... 53
Import Wine Market (by Volume) ..... 56
Import Wine Market (by Retail Dollars) ..... 69
Glossary and Explanatory Notes ..... 82
Contact Information ..... 83

# Introduction

The Liquor Distribution Branch produces the Quarterly Market Review (QMR) four times per year for reporting periods ending in March, June, September, and December.

The QMR provides provincial sales for domestic and import beer, cider, coolers, spirits and wine. Sales are provided in both litre and retail dollar value. Retail dollar value is based on the government liquor store price excluding provincial sales tax (PST) and federal goods and services tax (GST).
Note: Between July 1, 2010 and March 31, 2013 the harmonized sales tax (HST) was in effect in British Columbia.

For each reporting period, the QMR provides annualized sales data for five years and sales for the most recent quarter. The percentage change in sales is shown for the most recent 12 month period and the most recent quarter compared to the same time periods in the previous year. In addition, the QMR shows the percentage of sales that were made to licensed establishments where liquor is consumed on-premise (e.g. bars, restaurants etc.).

While every effort has been made to ensure accuracy and completeness of our figures, this is not guaranteed. It is the express condition of the use of this publication that the Liquor Distribution Branch shall incur no liability.

## HIGHLIGHTS BY CATEGORY - RETAIL DOLLARS

**All figures in this section compare the current quarter to the same quarter in the previous year.**

| BEER- DOMESTIC | % Change |
|---|---|
| Breweries with Annual Production over 160,000HL - Draft | -6.46% |
| Breweries with Annual Production over 160,000HL - Packaged | -5.19% |
| Breweries with Annual Production over 15,000 and up to 160,000HL - Draft | 7.07% |
| Breweries with Annual Production over 15,000 and up to 160,000HL - Packaged | 3.92% |
| Breweries with Annual Production up to 15,000HL - Draft | 24.10% |
| Breweries with Annual Production up to 15,000HL - Packaged | 48.13% |

| BEER - IMPORTED | % Change |
|---|---|
| UNITED STATES OF AMERICA | -2.70% |
| MEXICO | 3.54% |
| NETHERLANDS | -4.33% |
| BELGIUM | 0.51% |
| GERMANY | 2.60% |
| IRELAND | -1.96% |

| CIDER - DOMESTIC | % Change |
|---|---|
| CIDER | 8.32% |

| CIDER - IMPORTED | % Change |
|---|---|
| CIDER | 14.97% |

| COOLERS - DOMESTIC | % Change |
|---|---|
| WINE | -22.53% |
| SPIRIT | 4.68% |
| BEER | /0 |

| COOLERS - IMPORTED | % Change |
|---|---|
| WINE | 1.77% |
| SPIRIT | 4.68% |
| BEER | 1,592.36% |

| SPIRITS - DOMESTIC | % Change |
|---|---|
| CANADIAN WHISKY | -3.38% |
| VODKA | -3.05% |
| RUM | -7.16% |
| LIQUEURS | 4.38% |
| GIN | -3.25% |
| BRANDY | -13.50% |

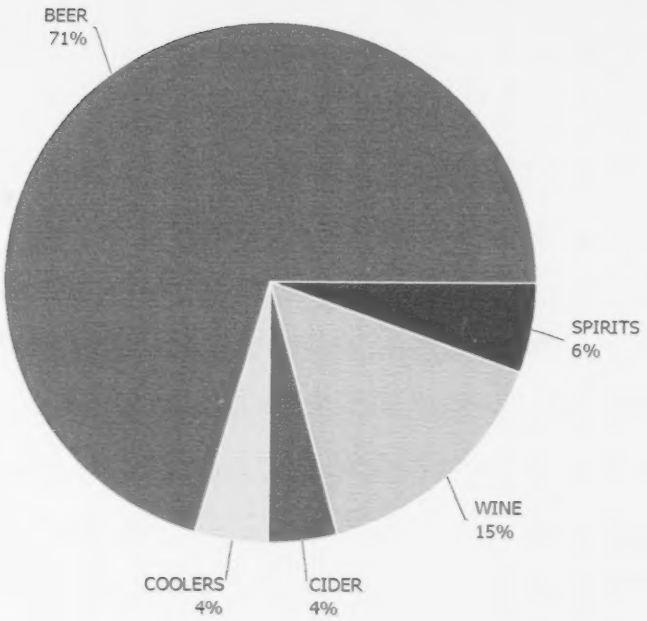
| SPIRITS - IMPORTED | % Change |
|---|---|
| SCOTCH WHISKY | -3.22% |
| VODKA | -1.55% |
| RUM | -1.76% |
| LIQUEURS | -5.67% |
| GIN | 6.31% |
| BRANDY | -6.28% |

| WINE - DOMESTIC | % Change |
|---|---|
| TABLE WINE RED | -2.72% |
| TABLE WINE ROSE | 3.77% |
| TABLE WINE WHITE | 0.73% |
| SPARKLING WINE | 0.30% |
| APERITIF, DESSERT AND FORTIFIED WINE | -8.89% |

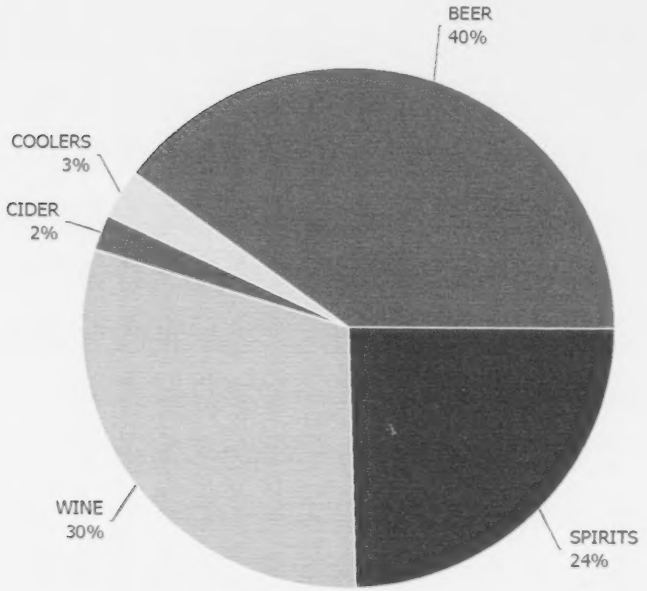
| WINE - IMPORTED | % Change |
|---|---|
| TABLE WINE RED | -3.92% |
| TABLE WINE ROSE | 5.28% |
| TABLE WINE WHITE | 0.20% |
| SPARKLING WINE | 7.47% |
| APERITIF, DESSERT AND FORTIFIED WINE | -2.01% |

# Total Market Share

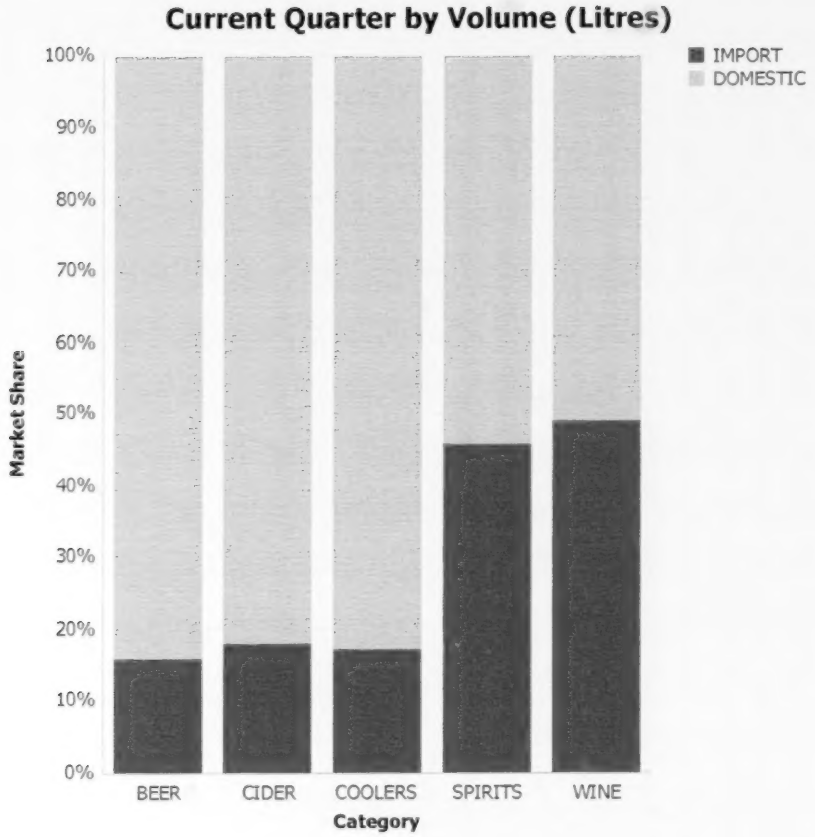
**Total Market Share**
Current Quarter by Volume (Litres)

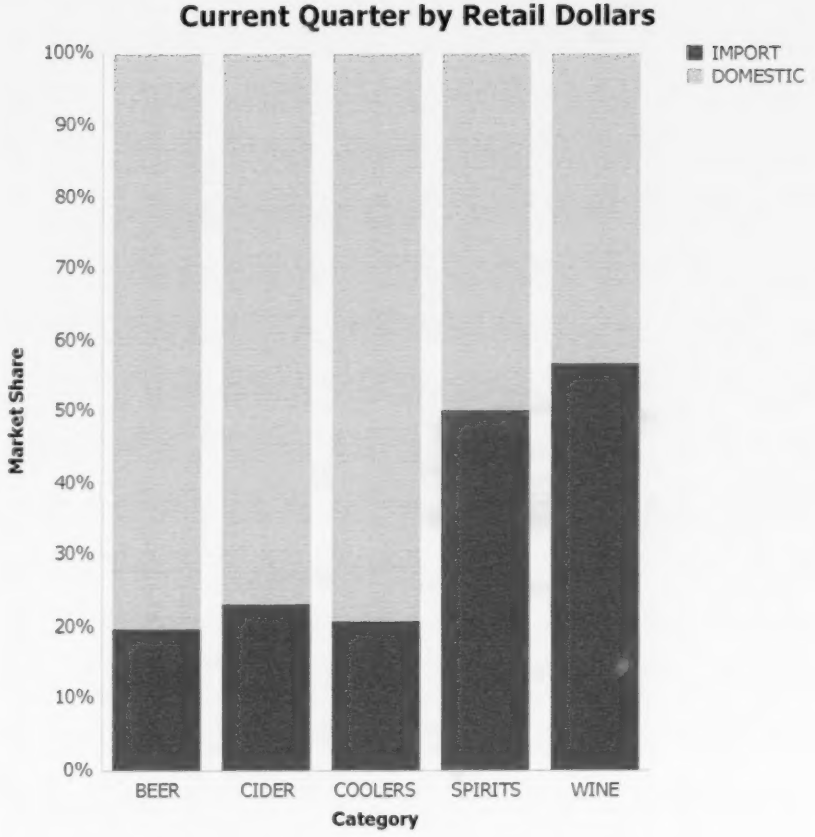



**Total Market Share**
Current Quarter by Retail Dollars



# Domestic-Import Share by Category



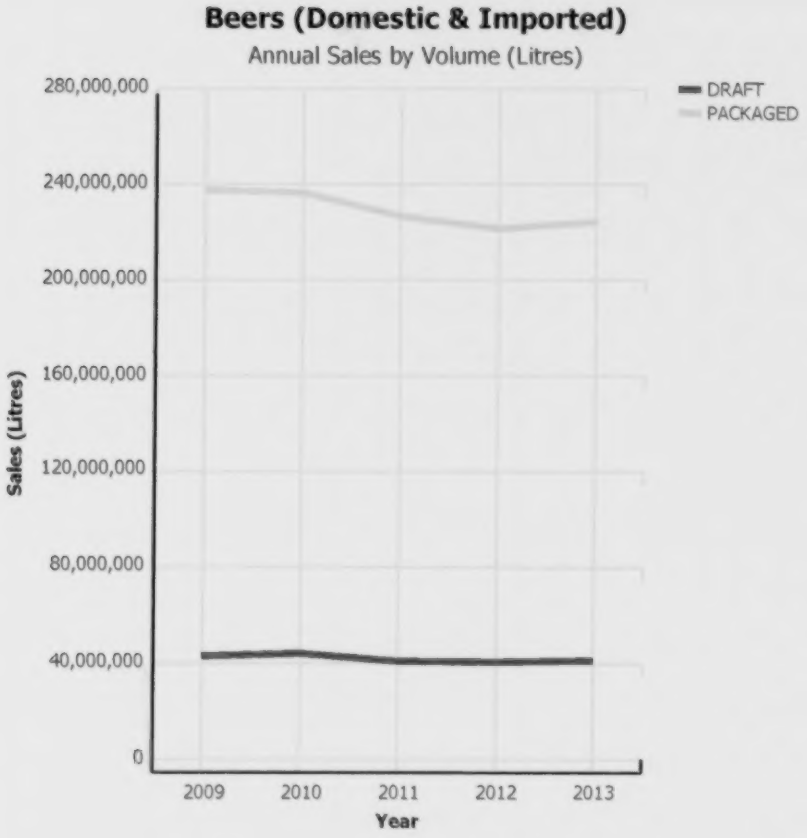
## TOTAL MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

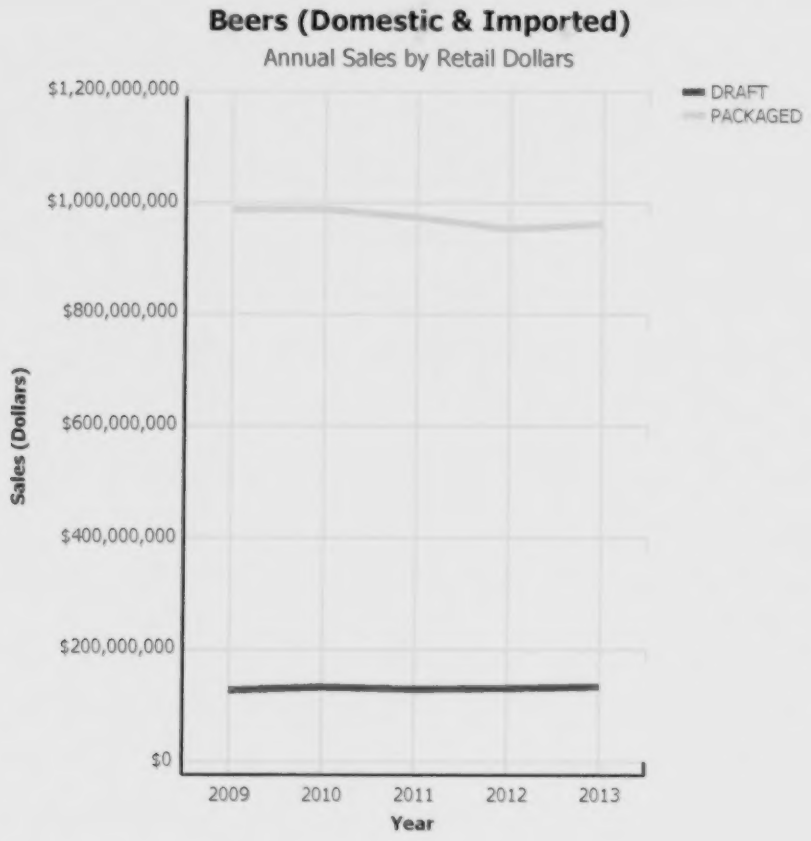
| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| BEER | DOMESTIC | 238,274,195 | 238,668,104 | 222,579,203 | 224,328,630 | 227,619,343 | 55,728,663 | 0.86% | 1.47% | 22.23% |
| | IMPORT | 47,745,386 | 47,354,621 | 50,373,035 | 43,093,313 | 43,400,367 | 10,542,137 | 1.18% | 0.71% | 21.36% |
| | **BEER** | **286,019,581** | **286,022,725** | **272,952,238** | **267,421,943** | **271,019,711** | **66,270,800** | **0.92%** | **1.35%** | **22.09%** |
| COOLERS AND CIDERS | DOMESTIC | 19,975,910 | 22,120,058 | 21,950,350 | 22,436,185 | 24,018,925 | 6,528,336 | 10.52% | 7.05% | 6.17% |
| | IMPORT | 4,077,079 | 3,688,862 | 3,639,843 | 3,669,670 | 4,600,304 | 1,395,259 | 42.22% | 25.36% | 17.90% |
| | **COOLERS AND CIDERS** | **24,052,989** | **25,808,920** | **25,590,193** | **26,105,856** | **28,619,229** | **7,923,595** | **15.03%** | **9.63%** | **8.05%** |
| SPIRITS | DOMESTIC | 14,815,493 | 14,067,223 | 13,194,512 | 13,008,388 | 12,881,124 | 2,895,733 | -1.30% | -0.98% | 10.95% |
| | IMPORT | 10,521,692 | 10,610,257 | 10,623,490 | 11,079,099 | 11,327,751 | 2,438,779 | 0.15% | 2.24% | 14.42% |
| | **SPIRITS** | **25,337,185** | **24,677,480** | **23,818,002** | **24,087,486** | **24,208,876** | **5,334,512** | **-0.64%** | **0.50%** | **12.57%** |
| WINE | DOMESTIC | 27,556,532 | 29,030,863 | 30,295,343 | 30,920,397 | 32,353,878 | 7,316,450 | 3.66% | 4.64% | 13.89% |
| | IMPORT | 29,698,899 | 30,095,482 | 29,907,016 | 30,923,861 | 31,391,646 | 7,017,680 | -0.75% | 1.51% | 11.71% |
| | **WINE** | **57,255,431** | **59,126,345** | **60,202,360** | **61,844,258** | **63,745,524** | **14,334,130** | **1.46%** | **3.07%** | **12.82%** |
| **TOTAL LIQUOR MARKET** | | **392,665,186** | **395,635,470** | **382,562,792** | **379,459,543** | **387,593,340** | **93,863,037** | **1.96%** | **2.14%** | **18.94%** |

## TOTAL MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000's)

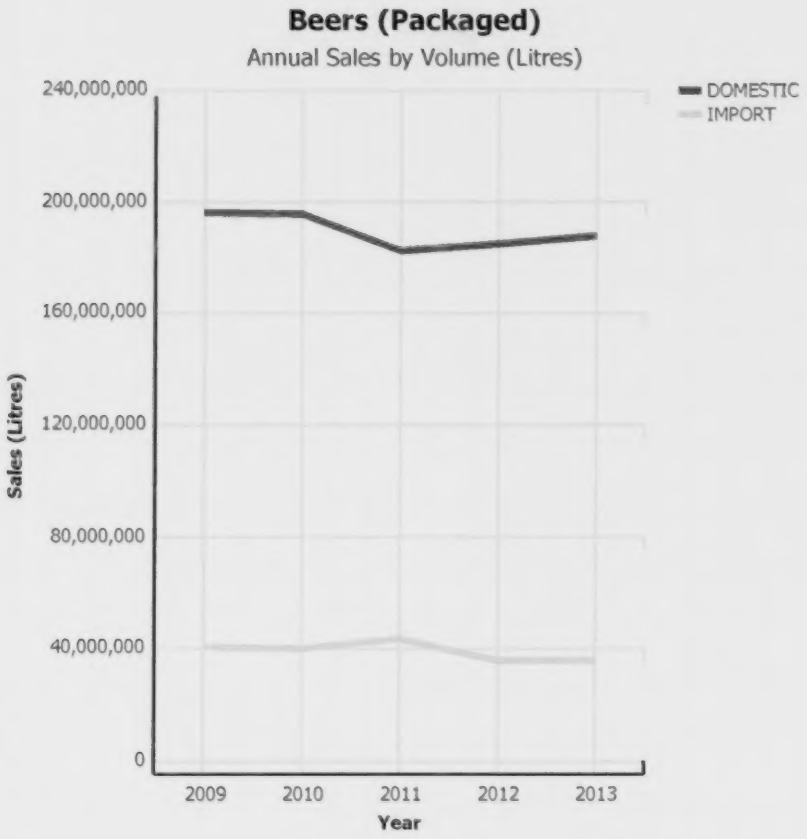
| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| BEER | DOMESTIC | $913,505 | $918,456 | $887,281 | $892,995 | $900,761 | $215,532 | -2.39% | 0.87% | 19.78% |
| | IMPORT | $224,424 | $225,976 | $238,265 | $214,282 | $218,153 | $52,784 | 0.84% | 1.81% | 21.52% |
| | **BEER** | **$1,137,929** | **$1,144,432** | **$1,125,546** | **$1,107,277** | **$1,118,913** | **$268,315** | **-1.77%** | **1.05%** | **20.12%** |
| COOLERS AND CIDERS | DOMESTIC | $93,165 | $99,743 | $99,679 | $103,106 | $108,159 | $28,456 | 5.51% | 4.90% | 6.64% |
| | IMPORT | $24,682 | $22,584 | $21,935 | $22,241 | $27,218 | $7,896 | 37.41% | 22.38% | 15.91% |
| | **COOLERS AND CIDERS** | **$117,846** | **$122,326** | **$121,614** | **$125,347** | **$135,377** | **$36,352** | **11.11%** | **8.00%** | **8.51%** |
| SPIRITS | DOMESTIC | $404,237 | $394,552 | $388,529 | $381,777 | $373,649 | $81,663 | -3.79% | -2.13% | 10.71% |
| | IMPORT | $349,014 | $355,702 | $369,209 | $387,469 | $390,970 | $81,911 | -2.34% | 0.90% | 15.02% |
| | **SPIRITS** | **$753,252** | **$750,254** | **$757,737** | **$769,246** | **$764,619** | **$163,574** | **-3.07%** | **-0.60%** | **12.91%** |
| WINE | DOMESTIC | $343,053 | $363,290 | $384,914 | $401,813 | $416,187 | $88,654 | -0.91% | 3.58% | 14.78% |
| | IMPORT | $471,602 | $472,249 | $488,842 | $518,744 | $535,014 | $115,402 | -1.89% | 3.14% | 13.99% |
| | **WINE** | **$814,655** | **$835,539** | **$873,757** | **$920,557** | **$951,201** | **$204,056** | **-1.46%** | **3.33%** | **14.34%** |
| **TOTAL LIQUOR MARKET** | | **$2,823,683** | **$2,852,552** | **$2,878,654** | **$2,922,427** | **$2,970,110** | **$672,297** | **-1.38%** | **1.63%** | **15.88%** |

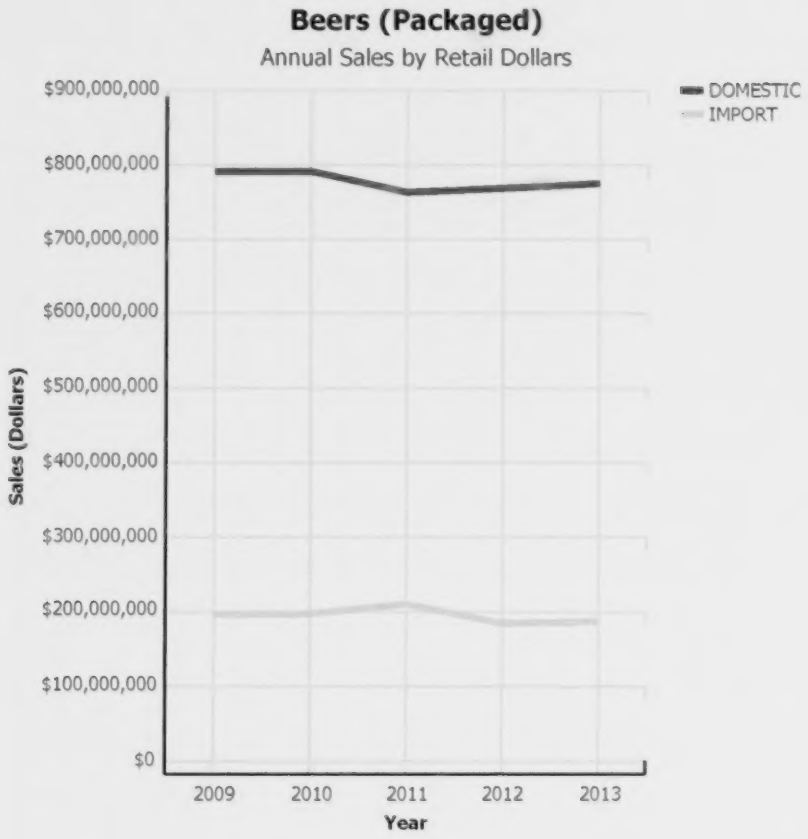
# Beer Market - Packaged vs Draft (Domestic & Imported)



# Beer Market - Domestic vs Import (Packaged)

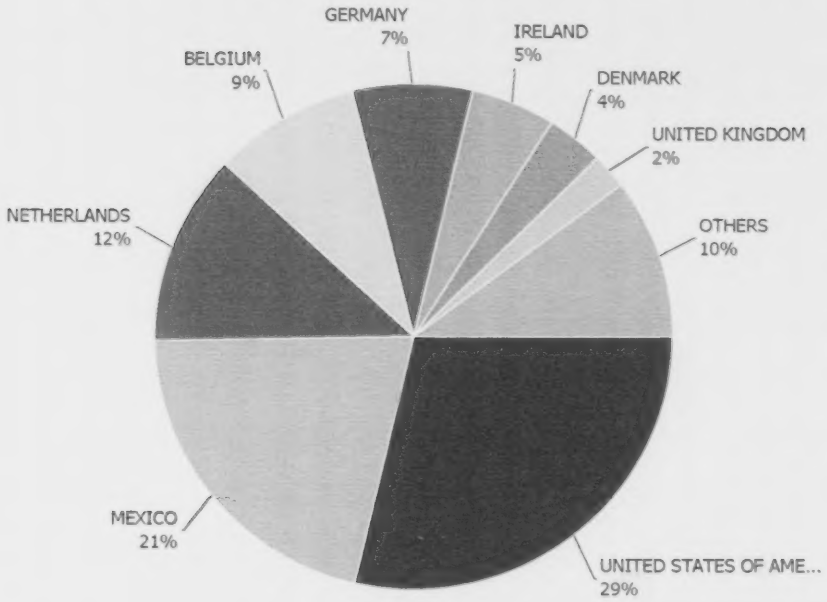


# Beer Market - Import Beer

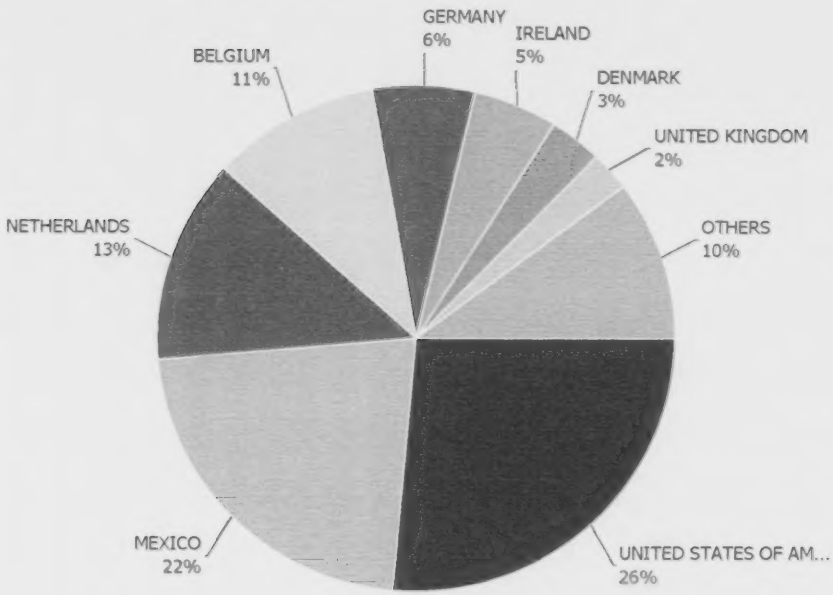
**Import Beer Market Share**

Current Quarter by Volume (Litres)




**Import Beer Market Share**

Current Quarter by Retail Dollars



## DOMESTIC BEER MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| Breweries with Annual Production over 160,000HL | DRAFT | 33,917,514 | 33,847,207 | 30,290,201 | 28,251,816 | 26,768,796 | 6,199,289 | -4.98% | -5.25% | 98.40% |
| | PACKAGED | 183,108,696 | 178,495,178 | 159,480,128 | 158,311,236 | 157,312,360 | 38,636,385 | -0.85% | -0.63% | 7.74% |
| | **TOTAL** | **217,026,210** | **212,342,385** | **189,770,329** | **186,563,053** | **184,081,156** | **44,835,674** | **-1.45%** | **-1.33%** | **20.92%** |
| Breweries with Annual Production over 15,000 and up to 160,000HL | DRAFT | 3,064,557 | 3,783,643 | 4,382,154 | 5,295,672 | 6,051,823 | 1,506,977 | 7.48% | 14.28% | 95.19% |
| | PACKAGED | 12,272,266 | 15,671,716 | 21,123,843 | 24,359,706 | 26,491,678 | 6,526,986 | 4.60% | 8.75% | 2.41% |
| | **TOTAL** | **15,336,823** | **19,455,359** | **25,505,997** | **29,655,378** | **32,543,501** | **8,033,963** | **5.13%** | **9.74%** | **19.66%** |
| Breweries with Annual Production up to 15,000HL | DRAFT | 3,925,872 | 4,249,957 | 4,364,520 | 4,756,502 | 5,813,289 | 1,451,000 | 23.68% | 22.22% | 94.03% |
| | PACKAGED | 1,985,275 | 2,620,402 | 2,938,356 | 3,353,698 | 5,181,397 | 1,408,026 | 49.35% | 54.50% | 4.34% |
| | **TOTAL** | **5,911,147** | **6,870,360** | **7,302,876** | **8,110,200** | **10,994,686** | **2,859,026** | **35.12%** | **35.57%** | **51.76%** |
| DOMESTIC DRAFT - TOTAL | | 40,907,943 | 41,880,808 | 39,036,876 | 38,303,990 | 38,633,908 | 9,157,266 | 0.64% | 0.86% | 97.24% |
| DOMESTIC PACKAGED - TOTAL | | 197,366,251 | 196,787,296 | 183,542,327 | 186,024,640 | 188,985,436 | 46,571,397 | 0.91% | 1.59% | 6.90% |
| **DOMESTIC BEER - TOTAL** | | **238,274,195** | **238,668,104** | **222,579,203** | **224,328,630** | **227,619,343** | **55,728,663** | **0.86%** | **1.47%** | **22.23%** |

## DOMESTIC BEER MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| Breweries with Annual Production over 160,000HL | DRAFT | $97,057 | $98,709 | $92,740 | $88,691 | $83,905 | $19,232 | -6.46% | -5.40% | 98.34% |
| | PACKAGED | $741,123 | $725,707 | $673,254 | $663,378 | $651,763 | $155,289 | -5.19% | -1.75% | 8.53% |
| | **TOTAL** | **$838,180** | **$824,415** | **$765,993** | **$752,069** | **$735,668** | **$174,521** | **-5.33%** | **-2.18%** | **18.78%** |
| Breweries with Annual Production over 15,000 and up to 160,000HL | DRAFT | $8,725 | $10,901 | $13,150 | $16,093 | $18,713 | $4,592 | 7.26% | 16.28% | 95.11% |
| | PACKAGED | $44,226 | $56,426 | $78,036 | $91,087 | $99,538 | $24,230 | 3.88% | 9.28% | 2.99% |
| | **TOTAL** | **$52,951** | **$67,327** | **$91,185** | **$107,181** | **$118,251** | **$28,822** | **4.41%** | **10.33%** | **17.57%** |
| Breweries with Annual Production up to 15,000HL | DRAFT | $12,439 | $13,419 | $14,326 | $15,625 | $19,249 | $4,816 | 24.57% | 23.19% | 93.97% |
| | PACKAGED | $9,935 | $13,295 | $15,776 | $18,120 | $27,593 | $7,373 | 47.76% | 52.28% | 4.40% |
| | **TOTAL** | **$22,374** | **$26,714** | **$30,102** | **$33,745** | **$46,842** | **$12,189** | **37.64%** | **38.81%** | **41.21%** |
| DOMESTIC DRAFT - TOTAL | | $118,221 | $123,028 | $120,215 | $120,410 | $121,867 | $28,640 | -0.23% | 1.21% | 97.15% |
| DOMESTIC PACKAGED - TOTAL | | $795,284 | $795,428 | $767,066 | $772,585 | $778,894 | $186,892 | -2.71% | 0.82% | 7.68% |
| **DOMESTIC BEER - TOTAL** | | **$913,505** | **$918,456** | **$887,281** | **$892,995** | **$900,761** | **$215,532** | **-2.39%** | **0.87%** | **19.78%** |

**IMPORT BEER MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN LITRES**

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| ARGENTINA | PACKAGED | 188 | 143 | 1,810 | 1,645 | 1,176 | 324 | 5,350.51% | -28.54% | 22.46% |
| | **ARGENTINA - Total** | **188** | **143** | **1,810** | **1,645** | **1,176** | **324** | **5,350.51%** | **-28.54%** | **22.46%** |
| AUSTRALIA | PACKAGED | 41,305 | 43,053 | 31,227 | 25,734 | 31,575 | 5,020 | -13.31% | 22.70% | 14.36% |
| | **AUSTRALIA - Total** | **41,305** | **43,053** | **31,227** | **25,734** | **31,575** | **5,020** | **-13.31%** | **22.70%** | **14.36%** |
| AUSTRIA | DRAFT | 0 | 3,675 | 9,125 | 11,650 | 14,925 | 3,525 | 71.95% | 28.11% | 95.64% |
| | PACKAGED | 36,111 | 58,486 | 56,290 | 68,365 | 78,216 | 24,380 | 35.69% | 14.41% | 29.31% |
| | **AUSTRIA - Total** | **36,111** | **62,161** | **65,415** | **80,015** | **93,141** | **27,905** | **39.41%** | **16.40%** | **39.94%** |
| BELGIUM | DRAFT | 1,237,990 | 1,117,260 | 906,465 | 787,170 | 750,430 | 180,190 | -4.31% | -4.67% | 99.14% |
| | PACKAGED | 4,465,025 | 3,816,985 | 3,371,355 | 3,396,519 | 3,479,839 | 809,552 | 1.67% | 2.45% | 16.62% |
| | **BELGIUM - Total** | **5,703,015** | **4,934,245** | **4,277,820** | **4,183,689** | **4,230,269** | **989,742** | **0.53%** | **1.11%** | **31.26%** |
| BRAZIL | PACKAGED | 783,013 | 298,487 | 93,878 | -64 | -26 | 0 | -100.00% | 60.00% | 0.00% |
| | **BRAZIL - Total** | **783,013** | **298,487** | **93,878** | **-64** | **-26** | **0** | **-100.00%** | **60.00%** | **0.00%** |
| CHILE | PACKAGED | 0 | 1,115 | 605 | 86 | 0 | 0 | n/a | -100.00% | 0.00% |
| | **CHILE - Total** | **0** | **1,115** | **605** | **86** | **0** | **0** | **n/a** | **-100.00%** | **0.00%** |
| CHINA | PACKAGED | 295,079 | 356,354 | 306,634 | 301,494 | 297,401 | 71,316 | 8.04% | -1.36% | 38.26% |
| | **CHINA - Total** | **295,079** | **356,354** | **306,634** | **301,494** | **297,401** | **71,316** | **8.04%** | **-1.36%** | **38.26%** |
| CROATIA | PACKAGED | 45,336 | 79,752 | 54,767 | 40,618 | 15,450 | 20 | -99.79% | -61.96% | 7.94% |
| | **CROATIA - Total** | **45,336** | **79,752** | **54,767** | **40,618** | **15,450** | **20** | **-99.79%** | **-61.96%** | **7.94%** |
| CZECH REPUBLIC | DRAFT | 4,922 | 30,912 | 36,684 | 43,628 | 38,236 | 7,823 | -30.29% | -12.36% | 72.95% |
| | PACKAGED | 666,150 | 767,310 | 765,352 | 828,181 | 819,807 | 202,730 | 0.75% | -1.01% | 4.87% |
| | **CZECH REPUBLIC - Total** | **671,072** | **798,222** | **802,036** | **871,808** | **858,044** | **210,553** | **-0.89%** | **-1.58%** | **7.90%** |
| DENMARK | DRAFT | 19,700 | 51,750 | 57,250 | 109,750 | 126,850 | 30,250 | -35.77% | 15.58% | 99.96% |
| | PACKAGED | 1,267,446 | 1,364,180 | 1,382,730 | 1,327,190 | 1,632,928 | 365,376 | 12.48% | 23.04% | 0.87% |
| | **DENMARK - Total** | **1,287,146** | **1,415,930** | **1,439,980** | **1,436,940** | **1,759,778** | **395,626** | **6.37%** | **22.47%** | **8.01%** |

**IMPORT BEER MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN LITRES**

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| ESTONIA | PACKAGED | 0 | 360 | 156 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | **ESTONIA - Total** | **0** | **360** | **156** | **0** | **0** | **0** | **n/a** | **n/a** | **0.00%** |
| FRANCE | DRAFT | 52,660 | 73,940 | 141,110 | 254,200 | 299,730 | 85,620 | 24.94% | 17.91% | 99.92% |
| | PACKAGED | 188,515 | 202,977 | 223,263 | 391,110 | 501,090 | 141,947 | 39.37% | 28.12% | 13.64% |
| | **FRANCE - Total** | **241,175** | **276,917** | **364,373** | **645,310** | **800,820** | **227,567** | **33.57%** | **24.10%** | **45.93%** |
| GERMANY | DRAFT | 186,220 | 228,740 | 136,010 | 134,470 | 149,280 | 35,060 | 18.17% | 11.01% | 96.48% |
| | PACKAGED | 3,483,199 | 3,385,832 | 3,210,822 | 3,179,042 | 2,886,623 | 731,364 | 5.66% | -9.20% | 3.29% |
| | **GERMANY - Total** | **3,669,419** | **3,614,572** | **3,346,832** | **3,313,512** | **3,035,903** | **766,424** | **6.17%** | **-8.38%** | **7.87%** |
| GREECE | PACKAGED | 8,135 | 9,359 | 9,256 | 12,093 | 12,302 | 3,271 | 4.78% | 1.73% | 85.13% |
| | **GREECE - Total** | **8,135** | **9,359** | **9,256** | **12,093** | **12,302** | **3,271** | **4.78%** | **1.73%** | **85.13%** |
| GREENLAND | PACKAGED | 0 | 0 | 0 | 0 | 241 | 0 | n/a | n/a | 0.00% |
| | **GREENLAND - Total** | **0** | **0** | **0** | **0** | **241** | **0** | **n/a** | **n/a** | **0.00%** |
| INDIA | PACKAGED | 55,731 | 51,163 | 44,667 | 5,855 | 4,189 | 563 | -48.27% | -28.45% | 88.39% |
| | **INDIA - Total** | **55,731** | **51,163** | **44,667** | **5,855** | **4,189** | **563** | **-48.27%** | **-28.45%** | **88.39%** |
| IRELAND | DRAFT | 1,347,700 | 1,343,650 | 1,219,400 | 1,265,500 | 1,221,600 | 251,250 | -9.64% | -3.47% | 99.74% |
| | PACKAGED | 1,276,274 | 1,252,886 | 1,199,935 | 1,303,952 | 1,450,850 | 305,383 | 1.46% | 11.27% | 11.71% |
| | **IRELAND - Total** | **2,623,974** | **2,596,536** | **2,419,335** | **2,569,452** | **2,672,450** | **556,633** | **-3.87%** | **4.01%** | **51.95%** |
| ITALY | DRAFT | 0 | 0 | 0 | 31,110 | 74,190 | 18,960 | 117.93% | 138.48% | 99.80% |
| | PACKAGED | 132,544 | 178,936 | 230,859 | 276,123 | 283,868 | 68,486 | -2.67% | 2.81% | 26.45% |
| | **ITALY - Total** | **132,544** | **178,936** | **230,859** | **307,233** | **358,058** | **87,446** | **10.60%** | **16.54%** | **41.65%** |
| JAMAICA | PACKAGED | 201,923 | 229,654 | 225,223 | 230,270 | 234,337 | 54,958 | -0.11% | 1.77% | 19.25% |
| | **JAMAICA - Total** | **201,923** | **229,654** | **225,223** | **230,270** | **234,337** | **54,958** | **-0.11%** | **1.77%** | **19.25%** |
| JAPAN | DRAFT | 0 | 3,800 | 39,083 | 68,115 | 79,876 | 17,214 | 2.37% | 17.27% | 97.74% |
| | PACKAGED | 490,439 | 524,625 | 495,963 | 461,700 | 452,153 | 107,631 | 1.09% | -2.07% | 63.90% |
| | **JAPAN - Total** | **490,439** | **528,425** | **535,046** | **529,815** | **532,029** | **124,845** | **1.27%** | **0.42%** | **68.98%** |
| KENYA | PACKAGED | 7,976 | 10,528 | 9,749 | 8,574 | 11,094 | 2,794 | 8.23% | 29.39% | 34.22% |

## IMPORT BEER MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| KENYA | **KENYA - Total** | **7,976** | **10,528** | **9,749** | **8,574** | **11,094** | **2,794** | **8.23%** | **29.39%** | **34.22%** |
| KOREA - SOUTH | PACKAGED | 11,855 | 11,642 | 13,122 | 23,841 | 31,143 | 7,385 | 31.53% | 30.63% | 47.32% |
| | **KOREA - SOUTH - Total** | **11,855** | **11,642** | **13,122** | **23,841** | **31,143** | **7,385** | **31.53%** | **30.63%** | **47.32%** |
| LAOS | PACKAGED | 0 | 0 | 135 | 687 | 469 | 103 | 116.67% | -31.70% | 62.87% |
| | **LAOS - Total** | **0** | **0** | **135** | **687** | **469** | **103** | **116.67%** | **-31.70%** | **62.87%** |
| LATVIA | PACKAGED | 0 | 180 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | **LATVIA - Total** | **0** | **180** | **0** | **0** | **0** | **0** | **n/a** | **n/a** | **0.00%** |
| LEBANON | PACKAGED | 0 | 0 | 0 | 609 | 1,196 | 412 | 30.00% | 96.48% | 99.34% |
| | **LEBANON - Total** | **0** | **0** | **0** | **609** | **1,196** | **412** | **30.00%** | **96.48%** | **99.34%** |
| LITHUANIA | PACKAGED | 0 | 60 | 30 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | **LITHUANIA - Total** | **0** | **60** | **30** | **0** | **0** | **0** | **n/a** | **n/a** | **0.00%** |
| MEXICO | PACKAGED | 11,944,224 | 10,977,204 | 9,438,798 | 8,063,894 | 8,415,927 | 2,208,516 | 3.11% | 4.37% | 21.64% |
| | **MEXICO - Total** | **11,944,224** | **10,977,204** | **9,438,798** | **8,063,894** | **8,415,927** | **2,208,516** | **3.11%** | **4.37%** | **21.64%** |
| MONTENEGRO | PACKAGED | 2,374 | 1,224 | 2,740 | 79 | 762 | 404 | n/a | 862.07% | 5.20% |
| | **MONTENEGRO - Total** | **2,374** | **1,224** | **2,740** | **79** | **762** | **404** | **n/a** | **862.07%** | **5.20%** |
| NETHERLANDS | DRAFT | 481,750 | 603,650 | 498,220 | 478,130 | 473,650 | 110,900 | -4.96% | -0.94% | 99.26% |
| | PACKAGED | 6,425,821 | 6,009,195 | 5,495,098 | 5,192,040 | 5,067,869 | 1,173,956 | -4.48% | -2.39% | 15.10% |
| | **NETHERLANDS - Total** | **6,907,571** | **6,612,845** | **5,993,318** | **5,670,170** | **5,541,519** | **1,284,856** | **-4.53%** | **-2.27%** | **22.29%** |
| NEW ZEALAND | DRAFT | 0 | 0 | 0 | 0 | 420 | 360 | n/a | n/a | 100.00% |
| | PACKAGED | 85,200 | 78,223 | 71,996 | 75,290 | 81,741 | 19,092 | 8.07% | 8.57% | 4.21% |
| | **NEW ZEALAND - Total** | **85,200** | **78,223** | **71,996** | **75,290** | **82,161** | **19,452** | **8.07%** | **8.57%** | **4.70%** |
| NORWAY | PACKAGED | 0 | 0 | 1,806 | 754 | 1,164 | 372 | n/a | 54.44% | 1.03% |
| | **NORWAY - Total** | **0** | **0** | **1,806** | **754** | **1,164** | **372** | **n/a** | **54.44%** | **1.03%** |
| PHILIPPINES | PACKAGED | 26,424 | 47,337 | 71,321 | 76,150 | 73,299 | 17,645 | -4.88% | -3.74% | 5.65% |

## IMPORT BEER MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| PHILIPPINES | **PHILIPPINES - Total** | **26,424** | **47,337** | **71,321** | **76,150** | **73,299** | **17,645** | **-4.88%** | **-3.74%** | **5.65%** |
| POLAND | PACKAGED | 93,837 | 103,959 | 119,428 | 109,835 | 110,457 | 26,554 | -1.14% | 0.57% | 4.60% |
| | **POLAND - Total** | **93,837** | **103,959** | **119,428** | **109,835** | **110,457** | **26,554** | **-1.14%** | **0.57%** | **4.60%** |
| PORTUGAL | PACKAGED | 0 | 0 | 1,424 | 14,032 | 16,454 | 4,649 | 0.95% | 17.26% | 14.13% |
| | **PORTUGAL - Total** | **0** | **0** | **1,424** | **14,032** | **16,454** | **4,649** | **0.95%** | **17.26%** | **14.13%** |
| RUSSIA (USSR) | PACKAGED | 44,378 | 40,790 | 29,257 | 45,813 | 67,256 | 18,820 | 43.32% | 46.81% | 2.71% |
| | **RUSSIA (USSR) - Total** | **44,378** | **40,790** | **29,257** | **45,813** | **67,256** | **18,820** | **43.32%** | **46.81%** | **2.71%** |
| SERBIA | PACKAGED | 0 | 0 | 1,096 | 1,588 | 2,806 | 560 | 160.05% | 76.72% | 1.27% |
| | **SERBIA - Total** | **0** | **0** | **1,096** | **1,588** | **2,806** | **560** | **160.05%** | **76.72%** | **1.27%** |
| SINGAPORE | PACKAGED | 67,011 | 53,945 | 61,456 | 63,586 | 72,684 | 20,024 | 30.36% | 14.31% | 29.78% |
| | **SINGAPORE - Total** | **67,011** | **53,945** | **61,456** | **63,586** | **72,684** | **20,024** | **30.36%** | **14.31%** | **29.78%** |
| SLOVAK REPUBLIC | PACKAGED | 0 | 5,350 | 3,018 | 1,692 | 2,364 | 605 | 77.94% | 39.75% | 0.00% |
| | **SLOVAK REPUBLIC - Total** | **0** | **5,350** | **3,018** | **1,692** | **2,364** | **605** | **77.94%** | **39.75%** | **0.00%** |
| SLOVENIA | PACKAGED | 31,483 | 396 | 1,680 | 192 | 0 | 0 | n/a | -100.00% | 0.00% |
| | **SLOVENIA - Total** | **31,483** | **396** | **1,680** | **192** | **0** | **0** | **n/a** | **-100.00%** | **0.00%** |
| SOUTH AFRICA | PACKAGED | 22,266 | 26,805 | 35,479 | 32,879 | 23,393 | 6,333 | -16.56% | -28.85% | 5.24% |
| | **SOUTH AFRICA - Total** | **22,266** | **26,805** | **35,479** | **32,879** | **23,393** | **6,333** | **-16.56%** | **-28.85%** | **5.24%** |
| SPAIN | PACKAGED | 148,420 | 165,316 | 219,670 | 275,256 | 341,416 | 97,845 | 19.19% | 24.04% | 7.59% |
| | **SPAIN - Total** | **148,420** | **165,316** | **219,670** | **275,256** | **341,416** | **97,845** | **19.19%** | **24.04%** | **7.59%** |
| SWITZERLAND | PACKAGED | 0 | 0 | 0 | 0 | 815 | 72 | n/a | n/a | 0.49% |
| | **SWITZERLAND - Total** | **0** | **0** | **0** | **0** | **815** | **72** | **n/a** | **n/a** | **0.49%** |
| THAILAND | PACKAGED | 83,129 | 79,045 | 84,773 | 89,277 | 88,167 | 23,541 | 7.18% | -1.24% | 55.43% |

## IMPORT BEER MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| THAILAND | **THAILAND - Total** | **83,129** | **79,045** | **84,773** | **89,277** | **88,167** | **23,541** | **7.18%** | **-1.24%** | **55.43%** |
| TRINIDAD AND TOBAGO | PACKAGED | 19,660 | 17,573 | 23,861 | 22,671 | 20,335 | 4,899 | 2.10% | -10.31% | 13.38% |
| | **TRINIDAD AND TOBAGO - Total** | **19,660** | **17,573** | **23,861** | **22,671** | **20,335** | **4,899** | **2.10%** | **-10.31%** | **13.38%** |
| TURKEY | PACKAGED | 45,539 | 30,280 | 35,889 | 53,760 | 65,927 | 20,985 | 52.21% | 22.63% | 4.75% |
| | **TURKEY - Total** | **45,539** | **30,280** | **35,889** | **53,760** | **65,927** | **20,985** | **52.21%** | **22.63%** | **4.75%** |
| UKRAINE | PACKAGED | 7,444 | 6,099 | 1,744 | 0 | 2,560 | 0 | n/a | n/a | 0.00% |
| | **UKRAINE - Total** | **7,444** | **6,099** | **1,744** | **0** | **2,560** | **0** | **n/a** | **n/a** | **0.00%** |
| UNITED KINGDOM | DRAFT | 70,286 | 58,264 | 66,980 | 67,960 | 124,520 | 32,390 | 88.42% | 83.23% | 99.48% |
| | PACKAGED | 768,881 | 745,389 | 711,973 | 732,326 | 881,081 | 195,864 | 12.66% | 20.31% | 7.89% |
| | **UNITED KINGDOM - Total** | **839,167** | **803,653** | **778,953** | **800,286** | **1,005,601** | **228,254** | **19.48%** | **25.66%** | **19.23%** |
| UNITED STATES OF AMERICA | DRAFT | 15,799 | 28,918 | 83,832 | 295,805 | 506,076 | 117,556 | 22.52% | 71.08% | 97.39% |
| | PACKAGED | 11,055,477 | 12,777,430 | 19,037,536 | 12,809,193 | 11,975,441 | 2,906,544 | -3.27% | -6.51% | 9.39% |
| | **UNITED STATES OF AMERICA - Total** | **11,071,276** | **12,806,348** | **19,121,368** | **13,104,998** | **12,481,517** | **3,024,100** | **-2.47%** | **-4.76%** | **12.96%** |
| VIETNAM | PACKAGED | 546 | 435 | 1,009 | 1,895 | 2,743 | 741 | 42.62% | 44.77% | 85.71% |
| | **VIETNAM - Total** | **546** | **435** | **1,009** | **1,895** | **2,743** | **741** | **42.62%** | **44.77%** | **85.71%** |
| IMPORT DRAFT - TOTAL | | 3,417,028 | 3,544,558 | 3,194,158 | 3,547,488 | 3,859,784 | 891,098 | 1.23% | 8.80% | 98.82% |
| IMPORT PACKAGED - TOTAL | | 44,328,359 | 43,810,063 | 47,178,877 | 39,545,825 | 39,540,584 | 9,651,039 | 1.18% | -0.01% | 13.80% |
| **IMPORT BEER - TOTAL** | | **47,745,386** | **47,354,621** | **50,373,035** | **43,093,313** | **43,400,367** | **10,542,137** | **1.18%** | **0.71%** | **21.36%** |

## IMPORT BEER MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| ARGENTINA | PACKAGED | $1 | $1 | $10 | $9 | $7 | $2 | 5,974.56% | -19.60% | 22.41% |
| | **ARGENTINA - Total** | **$1** | **$1** | **$10** | **$9** | **$7** | **$2** | **5,974.56%** | **-19.60%** | **22.41%** |
| AUSTRALIA | PACKAGED | $216 | $234 | $171 | $138 | $207 | $28 | -16.01% | 50.42% | 13.15% |
| | **AUSTRALIA - Total** | **$216** | **$234** | **$171** | **$138** | **$207** | **$28** | **-16.01%** | **50.42%** | **13.15%** |
| AUSTRIA | DRAFT | $0 | $19 | $48 | $62 | $78 | $18 | 64.87% | 26.86% | 95.65% |
| | PACKAGED | $155 | $252 | $249 | $306 | $360 | $113 | 40.42% | 17.48% | 28.12% |
| | **AUSTRIA - Total** | **$155** | **$271** | **$297** | **$368** | **$438** | **$131** | **43.33%** | **19.05%** | **40.19%** |
| BELGIUM | DRAFT | $5,376 | $4,977 | $4,301 | $3,852 | $3,699 | $883 | -5.14% | -3.97% | 99.13% |
| | PACKAGED | $23,918 | $21,314 | $19,763 | $19,810 | $20,362 | $4,774 | 1.63% | 2.78% | 17.13% |
| | **BELGIUM - Total** | **$29,294** | **$26,291** | **$24,064** | **$23,662** | **$24,061** | **$5,656** | **0.51%** | **1.68%** | **29.74%** |
| BRAZIL | PACKAGED | $3,684 | $1,495 | $466 | $0 | $0 | $0 | -100.00% | 60.00% | 0.00% |
| | **BRAZIL - Total** | **$3,684** | **$1,495** | **$466** | **$0** | **$0** | **$0** | **-100.00%** | **60.00%** | **0.00%** |
| CHILE | PACKAGED | $0 | $8 | $3 | $0 | $0 | $0 | n/a | -100.00% | 0.00% |
| | **CHILE - Total** | **$0** | **$8** | **$3** | **$0** | **$0** | **$0** | **n/a** | **-100.00%** | **0.00%** |
| CHINA | PACKAGED | $1,381 | $1,628 | $1,450 | $1,448 | $1,425 | $337 | 5.42% | -1.60% | 39.66% |
| | **CHINA - Total** | **$1,381** | **$1,628** | **$1,450** | **$1,448** | **$1,425** | **$337** | **5.42%** | **-1.60%** | **39.66%** |
| CROATIA | PACKAGED | $176 | $302 | $238 | $181 | $69 | $0 | -99.79% | -62.10% | 7.95% |
| | **CROATIA - Total** | **$176** | **$302** | **$238** | **$181** | **$69** | **$0** | **-99.79%** | **-62.10%** | **7.95%** |
| CZECH REPUBLIC | DRAFT | $20 | $125 | $152 | $181 | $158 | $32 | -32.11% | -12.83% | 72.90% |
| | PACKAGED | $3,084 | $3,666 | $3,572 | $3,813 | $3,789 | $924 | -0.75% | -0.63% | 4.97% |
| | **CZECH REPUBLIC - Total** | **$3,103** | **$3,790** | **$3,724** | **$3,994** | **$3,946** | **$956** | **-2.24%** | **-1.18%** | **7.68%** |
| DENMARK | DRAFT | $84 | $219 | $249 | $478 | $550 | $129 | -36.91% | 15.11% | 99.96% |
| | PACKAGED | $5,095 | $5,676 | $5,902 | $5,788 | $6,804 | $1,521 | 6.10% | 17.56% | 1.05% |
| | **DENMARK - Total** | **$5,179** | **$5,895** | **$6,152** | **$6,265** | **$7,354** | **$1,650** | **0.72%** | **17.37%** | **8.45%** |
| ESTONIA | PACKAGED | $0 | $2 | $1 | $0 | $0 | $0 | n/a | n/a | 0.00% |

**IMPORT BEER MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN RETAIL DOLLARS (000s)**

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| ESTONIA | **ESTONIA - Total** | **$0** | **$2** | **$1** | **$0** | **$0** | **$0** | **n/a** | **n/a** | **0.00%** |
| FRANCE | DRAFT | $199 | $306 | $653 | $1,201 | $1,441 | $405 | 24.03% | 20.00% | 99.92% |
| | PACKAGED | $1,009 | $1,112 | $1,283 | $2,303 | $2,971 | $823 | 35.20% | 28.99% | 13.99% |
| | **FRANCE - Total** | **$1,208** | **$1,418** | **$1,935** | **$3,504** | **$4,411** | **$1,229** | **31.30%** | **25.91%** | **42.06%** |
| GERMANY | DRAFT | $737 | $1,017 | $606 | $605 | $682 | $160 | 20.73% | 12.84% | 96.49% |
| | PACKAGED | $14,721 | $14,542 | $14,136 | $13,830 | $12,941 | $3,156 | 1.82% | -6.42% | 3.88% |
| | **GERMANY - Total** | **$15,458** | **$15,559** | **$14,742** | **$14,434** | **$13,623** | **$3,317** | **2.60%** | **-5.62%** | **8.52%** |
| GREECE | PACKAGED | $50 | $57 | $58 | $75 | $77 | $20 | 2.73% | 2.36% | 85.12% |
| | **GREECE - Total** | **$50** | **$57** | **$58** | **$75** | **$77** | **$20** | **2.73%** | **2.36%** | **85.12%** |
| GREENLAND | PACKAGED | $0 | $0 | $0 | $0 | $3 | $0 | n/a | n/a | 0.00% |
| | **GREENLAND - Total** | **$0** | **$0** | **$0** | **$0** | **$3** | **$0** | **n/a** | **n/a** | **0.00%** |
| INDIA | PACKAGED | $356 | $330 | $299 | $37 | $24 | $3 | -53.83% | -36.62% | 88.81% |
| | **INDIA - Total** | **$356** | **$330** | **$299** | **$37** | **$24** | **$3** | **-53.83%** | **-36.62%** | **88.81%** |
| IRELAND | DRAFT | $5,879 | $5,925 | $5,536 | $5,777 | $5,639 | $1,150 | -9.10% | -2.40% | 99.76% |
| | PACKAGED | $6,934 | $6,876 | $6,806 | $7,273 | $8,033 | $1,691 | 3.57% | 10.45% | 12.12% |
| | **IRELAND - Total** | **$12,813** | **$12,801** | **$12,342** | **$13,051** | **$13,672** | **$2,841** | **-1.96%** | **4.76%** | **48.26%** |
| ITALY | DRAFT | $0 | $0 | $0 | $157 | $373 | $93 | 112.25% | 136.89% | 99.80% |
| | PACKAGED | $737 | $1,027 | $1,342 | $1,652 | $1,720 | $407 | -7.40% | 4.14% | 27.77% |
| | **ITALY - Total** | **$737** | **$1,027** | **$1,342** | **$1,809** | **$2,093** | **$500** | **3.50%** | **15.69%** | **40.60%** |
| JAMAICA | PACKAGED | $1,056 | $1,191 | $1,200 | $1,226 | $1,254 | $297 | 0.38% | 2.30% | 19.30% |
| | **JAMAICA - Total** | **$1,056** | **$1,191** | **$1,200** | **$1,226** | **$1,254** | **$297** | **0.38%** | **2.30%** | **19.30%** |
| JAPAN | DRAFT | $0 | $19 | $206 | $360 | $420 | $89 | -0.30% | 16.61% | 97.74% |
| | PACKAGED | $2,540 | $2,731 | $2,702 | $2,503 | $2,470 | $582 | 0.60% | -1.35% | 63.87% |
| | **JAPAN - Total** | **$2,540** | **$2,750** | **$2,908** | **$2,864** | **$2,889** | **$671** | **0.48%** | **0.90%** | **68.79%** |
| KENYA | PACKAGED | $51 | $67 | $64 | $56 | $72 | $18 | 5.72% | 28.37% | 34.21% |
| | **KENYA - Total** | **$51** | **$67** | **$64** | **$56** | **$72** | **$18** | **5.72%** | **28.37%** | **34.21%** |

**IMPORT BEER MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN RETAIL DOLLARS (000s)**

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| KOREA - SOUTH | PACKAGED | $55 | $55 | $65 | $117 | $153 | $36 | 29.18% | 30.59% | 47.40% |
| | **KOREA - SOUTH - Total** | **$55** | **$55** | **$65** | **$117** | **$153** | **$36** | **29.18%** | **30.59%** | **47.40%** |
| LAOS | PACKAGED | $0 | $0 | $1 | $4 | $3 | $1 | 113.57% | -31.99% | 62.83% |
| | **LAOS - Total** | **$0** | **$0** | **$1** | **$4** | **$3** | **$1** | **113.57%** | **-31.99%** | **62.83%** |
| LATVIA | PACKAGED | $0 | $1 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | **LATVIA - Total** | **$0** | **$1** | **$0** | **$0** | **$0** | **$0** | **n/a** | **n/a** | **0.00%** |
| LEBANON | PACKAGED | $0 | $0 | $0 | $4 | $8 | $3 | 27.68% | 95.27% | 99.33% |
| | **LEBANON - Total** | **$0** | **$0** | **$0** | **$4** | **$8** | **$3** | **27.68%** | **95.27%** | **99.33%** |
| LITHUANIA | PACKAGED | $0 | $0 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | **LITHUANIA - Total** | **$0** | **$0** | **$0** | **$0** | **$0** | **$0** | **n/a** | **n/a** | **0.00%** |
| MEXICO | PACKAGED | $57,338 | $52,960 | $48,471 | $43,426 | $45,130 | $11,830 | 3.54% | 3.92% | 21.16% |
| | **MEXICO - Total** | **$57,338** | **$52,960** | **$48,471** | **$43,426** | **$45,130** | **$11,830** | **3.54%** | **3.92%** | **21.16%** |
| MONTENEGRO | PACKAGED | $11 | $5 | $12 | $0 | $4 | $2 | n/a | 969.05% | 5.57% |
| | **MONTENEGRO - Total** | **$11** | **$5** | **$12** | **$0** | **$4** | **$2** | **n/a** | **969.05%** | **5.57%** |
| NETHERLANDS | DRAFT | $2,058 | $2,615 | $2,269 | $2,230 | $2,214 | $515 | -5.28% | -0.71% | 99.28% |
| | PACKAGED | $32,575 | $31,118 | $28,940 | $27,750 | $27,104 | $6,313 | -4.26% | -2.33% | 16.05% |
| | **NETHERLANDS - Total** | **$34,633** | **$33,733** | **$31,209** | **$29,980** | **$29,318** | **$6,828** | **-4.33%** | **-2.21%** | **22.34%** |
| NEW ZEALAND | DRAFT | $0 | $0 | $0 | $0 | $2 | $2 | n/a | n/a | 100.00% |
| | PACKAGED | $403 | $373 | $390 | $424 | $521 | $121 | 20.35% | 22.80% | 3.84% |
| | **NEW ZEALAND - Total** | **$403** | **$373** | **$390** | **$424** | **$523** | **$122** | **20.35%** | **22.80%** | **4.23%** |
| NORWAY | PACKAGED | $0 | $0 | $22 | $9 | $15 | $5 | n/a | 65.08% | 1.00% |
| | **NORWAY - Total** | **$0** | **$0** | **$22** | **$9** | **$15** | **$5** | **n/a** | **65.08%** | **1.00%** |
| PHILIPPINES | PACKAGED | $132 | $220 | $335 | $364 | $355 | $84 | -4.82% | -2.43% | 6.01% |
| | **PHILIPPINES - Total** | **$132** | **$220** | **$335** | **$364** | **$355** | **$84** | **-4.82%** | **-2.43%** | **6.01%** |

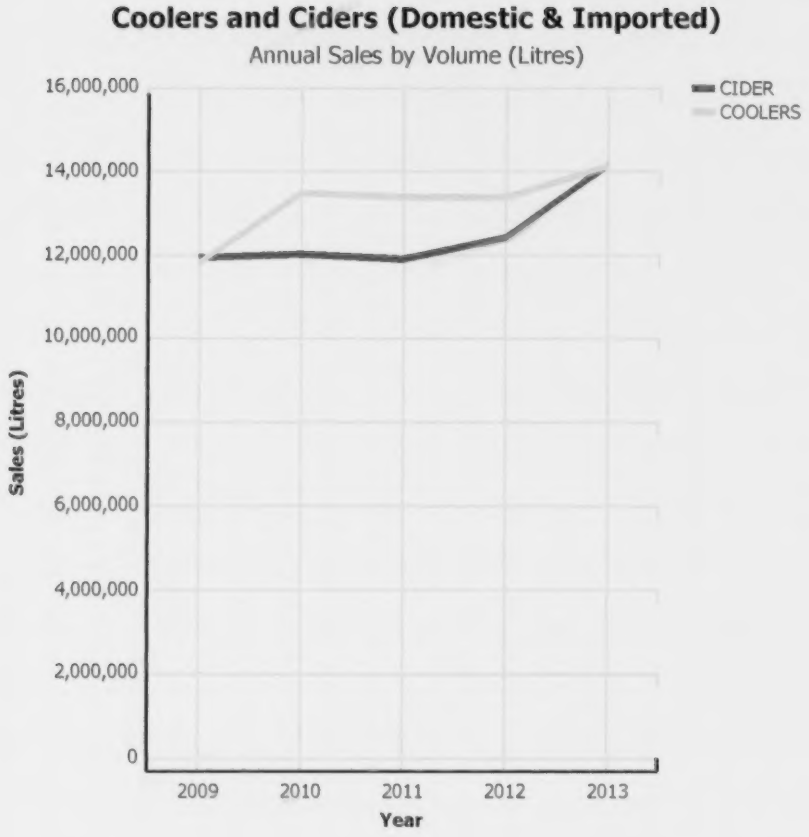
**IMPORT BEER MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN RETAIL DOLLARS (000s)**

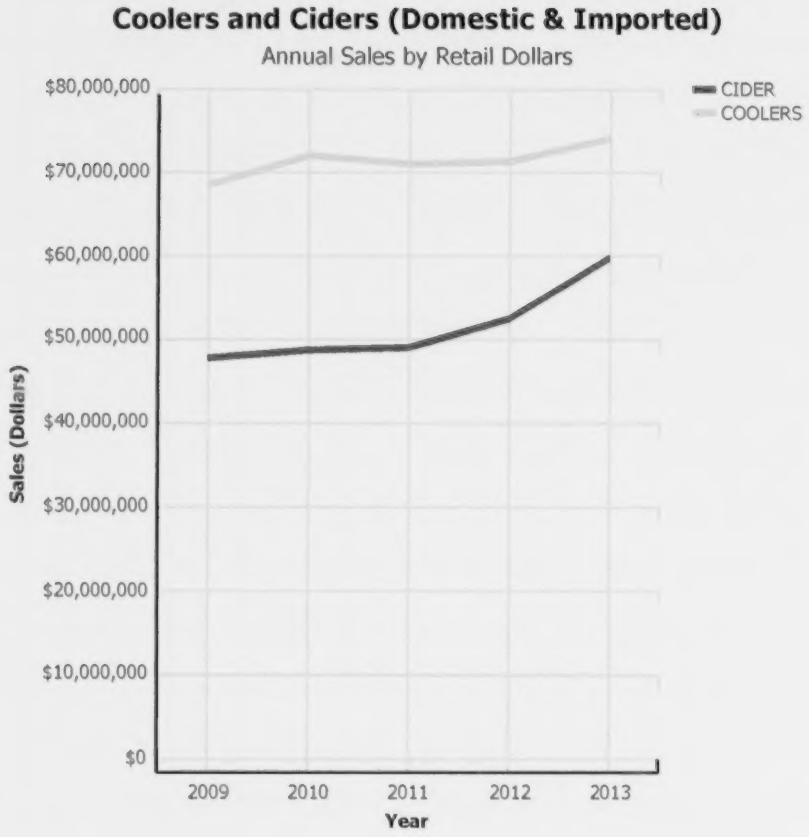
| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| POLAND | PACKAGED | $449 | $484 | $561 | $524 | $528 | $125 | -3.89% | 0.84% | 4.63% |
| | **POLAND - Total** | **$449** | **$484** | **$561** | **$524** | **$528** | **$125** | **-3.89%** | **0.84%** | **4.63%** |
| PORTUGAL | PACKAGED | $0 | $0 | $9 | $81 | $95 | $26 | 0.58% | 16.38% | 14.25% |
| | **PORTUGAL - Total** | **$0** | **$0** | **$9** | **$81** | **$95** | **$26** | **0.58%** | **16.38%** | **14.25%** |
| RUSSIA (USSR) | PACKAGED | $180 | $174 | $129 | $207 | $301 | $82 | 33.94% | 45.37% | 2.72% |
| | **RUSSIA (USSR) - Total** | **$180** | **$174** | **$129** | **$207** | **$301** | **$82** | **33.94%** | **45.37%** | **2.72%** |
| SERBIA | PACKAGED | $0 | $0 | $5 | $7 | $12 | $2 | 170.19% | 89.33% | 1.37% |
| | **SERBIA - Total** | **$0** | **$0** | **$5** | **$7** | **$12** | **$2** | **170.19%** | **89.33%** | **1.37%** |
| SINGAPORE | PACKAGED | $324 | $260 | $296 | $303 | $336 | $89 | 24.90% | 10.84% | 32.52% |
| | **SINGAPORE - Total** | **$324** | **$260** | **$296** | **$303** | **$336** | **$89** | **24.90%** | **10.84%** | **32.52%** |
| SLOVAK REPUBLIC | PACKAGED | $0 | $27 | $16 | $10 | $14 | $3 | 74.52% | 39.04% | 0.00% |
| | **SLOVAK REPUBLIC - Total** | **$0** | **$27** | **$16** | **$10** | **$14** | **$3** | **74.52%** | **39.04%** | **0.00%** |
| SLOVENIA | PACKAGED | $124 | $2 | $7 | $1 | $0 | $0 | n/a | -100.00% | 0.00% |
| | **SLOVENIA - Total** | **$124** | **$2** | **$7** | **$1** | **$0** | **$0** | **n/a** | **-100.00%** | **0.00%** |
| SOUTH AFRICA | PACKAGED | $88 | $106 | $142 | $133 | $94 | $25 | -18.72% | -29.34% | 5.25% |
| | **SOUTH AFRICA - Total** | **$88** | **$106** | **$142** | **$133** | **$94** | **$25** | **-18.72%** | **-29.34%** | **5.25%** |
| SPAIN | PACKAGED | $561 | $666 | $967 | $1,198 | $1,557 | $437 | 23.97% | 29.99% | 9.69% |
| | **SPAIN - Total** | **$561** | **$666** | **$967** | **$1,198** | **$1,557** | **$437** | **23.97%** | **29.99%** | **9.69%** |
| SWITZERLAND | PACKAGED | $0 | $0 | $0 | $0 | $11 | $1 | n/a | n/a | 0.43% |
| | **SWITZERLAND - Total** | **$0** | **$0** | **$0** | **$0** | **$11** | **$1** | **n/a** | **n/a** | **0.43%** |
| THAILAND | PACKAGED | $433 | $421 | $439 | $466 | $462 | $119 | 4.63% | -0.81% | 55.53% |
| | **THAILAND - Total** | **$433** | **$421** | **$439** | **$466** | **$462** | **$119** | **4.63%** | **-0.81%** | **55.53%** |

## IMPORT BEER MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| TRINIDAD AND TOBAGO | PACKAGED | $96 | $90 | $126 | $119 | $109 | $26 | -0.46% | -8.27% | 13.38% |
| | **TRINIDAD AND TOBAGO - Total** | **$96** | **$90** | **$126** | **$119** | **$109** | **$26** | **-0.46%** | **-8.27%** | **13.38%** |
| TURKEY | PACKAGED | $209 | $146 | $175 | $262 | $309 | $92 | 37.54% | 17.75% | 5.12% |
| | **TURKEY - Total** | **$209** | **$146** | **$175** | **$262** | **$309** | **$92** | **37.54%** | **17.75%** | **5.12%** |
| UKRAINE | PACKAGED | $34 | $28 | $8 | $0 | $12 | $0 | n/a | n/a | 0.00% |
| | **UKRAINE - Total** | **$34** | **$28** | **$8** | **$0** | **$12** | **$0** | **n/a** | **n/a** | **0.00%** |
| UNITED KINGDOM | DRAFT | $297 | $245 | $296 | $315 | $583 | $151 | 84.90% | 85.10% | 99.54% |
| | PACKAGED | $4,503 | $4,522 | $4,384 | $4,601 | $5,381 | $1,160 | 10.87% | 16.95% | 7.88% |
| | **UNITED KINGDOM - Total** | **$4,799** | **$4,767** | **$4,680** | **$4,917** | **$5,964** | **$1,311** | **16.23%** | **21.31%** | **16.84%** |
| UNITED STATES OF AMERICA | DRAFT | $70 | $144 | $404 | $1,200 | $2,120 | $508 | 30.34% | 76.68% | 97.73% |
| | PACKAGED | $47,024 | $56,194 | $78,329 | $57,397 | $55,081 | $13,367 | -3.63% | -4.04% | 9.76% |
| | **UNITED STATES OF AMERICA - Total** | **$47,094** | **$56,338** | **$78,733** | **$58,597** | **$57,201** | **$13,875** | **-2.70%** | **-2.38%** | **13.02%** |
| VIETNAM | PACKAGED | $2 | $2 | $5 | $9 | $13 | $3 | 39.05% | 43.77% | 85.74% |
| | **VIETNAM - Total** | **$2** | **$2** | **$5** | **$9** | **$13** | **$3** | **39.05%** | **43.77%** | **85.74%** |
| IMPORT DRAFT - TOTAL | | $14,719 | $15,611 | $14,720 | $16,417 | $17,959 | $4,136 | 1.71% | 9.39% | 98.92% |
| IMPORT PACKAGED - TOTAL | | $209,705 | $210,365 | $223,546 | $197,865 | $200,194 | $48,648 | 0.77% | 1.18% | 14.58% |
| **IMPORT BEER - TOTAL** | | **$224,424** | **$225,976** | **$238,265** | **$214,282** | **$218,153** | **$52,784** | **0.84%** | **1.81%** | **21.52%** |

# Cooler and Cider Sales



## CIDER MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| DOMESTIC | DRAFT | 49,025 | 83,770 | 98,248 | 116,835 | 165,174 | 41,598 | 21.36% | 41.37% | 92.31% |
| | PACKAGED | 10,046,577 | 10,096,308 | 9,809,392 | 10,165,210 | 11,596,034 | 3,022,526 | 9.90% | 14.08% | 5.06% |
| | PACKAGED - OTHER | 15,981 | 28,450 | 30,960 | 33,412 | 41,218 | 10,034 | 19.46% | 23.36% | 4.40% |
| | **DOMESTIC - TOTAL** | **10,111,583** | **10,208,529** | **9,938,599** | **10,315,456** | **11,802,426** | **3,074,158** | **10.07%** | **14.41%** | **6.28%** |
| IMPORT | DRAFT | 429,150 | 388,900 | 364,350 | 370,900 | 414,350 | 110,725 | 22.04% | 11.71% | 98.90% |
| | PACKAGED | 1,470,717 | 1,491,295 | 1,667,012 | 1,805,219 | 2,026,243 | 566,549 | 11.11% | 12.24% | 16.14% |
| | PACKAGED - OTHER | 0 | 0 | 0 | 0 | 58 | 40 | n/a | n/a | 0.00% |
| | **IMPORT - TOTAL** | **1,899,867** | **1,880,195** | **2,031,362** | **2,176,119** | **2,440,651** | **677,314** | **12.77%** | **12.16%** | **30.19%** |
| **CIDER - TOTAL** | | **12,011,450** | **12,088,724** | **11,969,962** | **12,491,575** | **14,243,076** | **3,751,473** | **10.55%** | **14.02%** | **10.38%** |

## CIDER MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| DOMESTIC | DRAFT | $192 | $316 | $387 | $456 | $670 | $168 | 24.92% | 47.04% | 91.85% |
| | PACKAGED | $38,014 | $38,296 | $38,073 | $40,137 | $45,685 | $11,601 | 8.02% | 13.82% | 5.28% |
| | PACKAGED - OTHER | $444 | $616 | $569 | $574 | $682 | $165 | 15.47% | 18.79% | 4.50% |
| | **DOMESTIC - TOTAL** | **$38,650** | **$39,228** | **$39,029** | **$41,167** | **$47,037** | **$11,933** | **8.32%** | **14.26%** | **6.50%** |
| IMPORT | DRAFT | $1,951 | $1,872 | $1,659 | $1,690 | $1,885 | $494 | 19.59% | 11.51% | 98.98% |
| | PACKAGED | $7,553 | $8,017 | $8,721 | $9,972 | $11,200 | $3,092 | 14.24% | 12.31% | 17.11% |
| | PACKAGED - OTHER | $0 | $0 | $0 | $0 | $1 | $1 | n/a | n/a | 0.00% |
| | **IMPORT - TOTAL** | **$9,504** | **$9,889** | **$10,380** | **$11,662** | **$13,086** | **$3,587** | **14.97%** | **12.20%** | **28.90%** |
| **CIDER - TOTAL** | | **$48,154** | **$49,117** | **$49,409** | **$52,829** | **$60,123** | **$15,520** | **9.79%** | **13.81%** | **11.37%** |

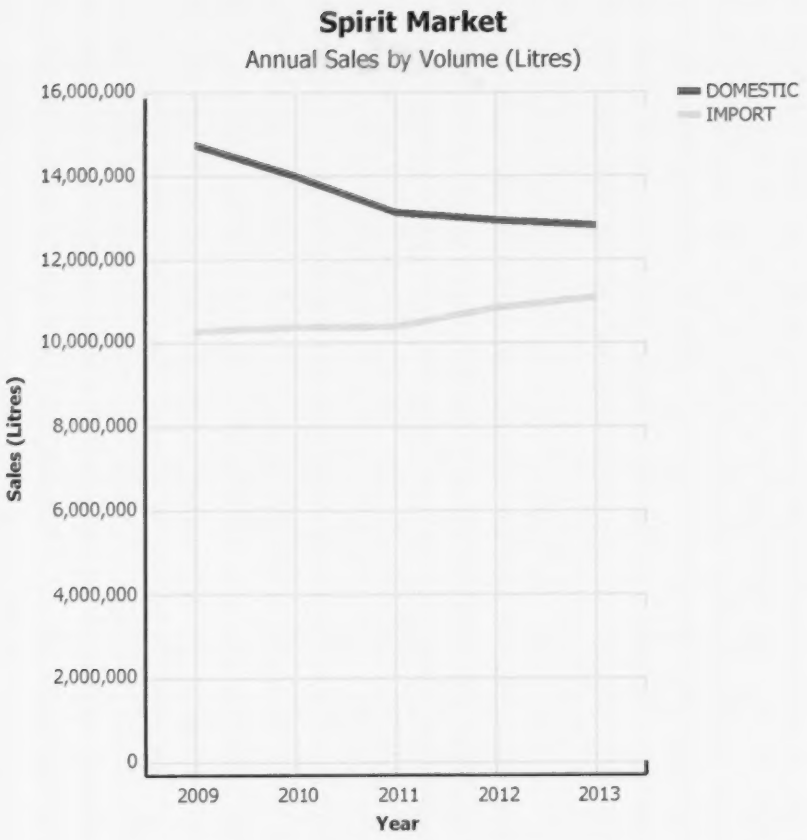
## COOLER MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

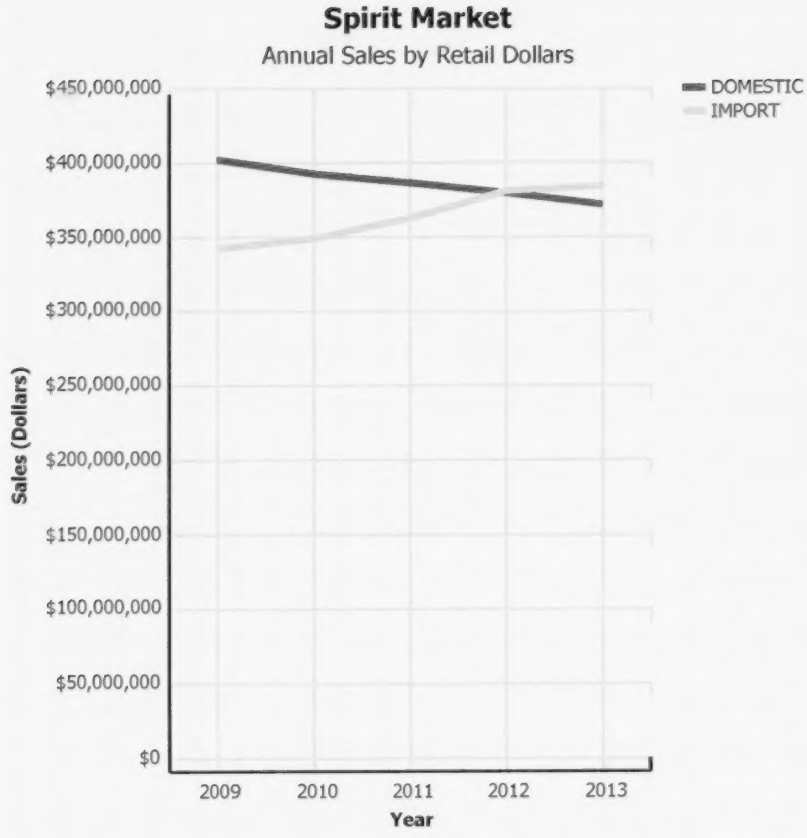
| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| DOMESTIC | BEER | 866 | 222 | -5 | 0 | -2 | 0 | n/a | n/a | 0.00% |
| | OTHER | 0 | 0 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | SPIRIT | 8,933,232 | 10,931,999 | 11,222,614 | 11,457,754 | 11,639,363 | 3,320,199 | 12.25% | 1.59% | 6.27% |
| | WINE | 930,229 | 979,309 | 789,142 | 662,975 | 577,138 | 133,978 | -14.18% | -12.95% | 1.74% |
| | **DOMESTIC - TOTAL** | **9,864,327** | **11,911,529** | **12,011,751** | **12,120,729** | **12,216,499** | **3,454,177** | **10.92%** | **0.79%** | **6.06%** |
| IMPORT | BEER | 889 | 703 | 2,652 | 20,440 | 538,951 | 325,640 | 1,689.78% | 2,536.75% | 2.36% |
| | OTHER | 0 | 0 | 0 | -199 | -5 | 0 | 100.00% | 97.67% | 100.00% |
| | SPIRIT | 1,753,149 | 1,417,174 | 1,304,573 | 1,185,021 | 1,328,191 | 324,876 | 8.82% | 12.08% | 4.13% |
| | WINE | 423,174 | 390,790 | 301,255 | 288,289 | 292,516 | 67,429 | 5.80% | 1.47% | 6.49% |
| | **IMPORT - TOTAL** | **2,177,212** | **1,808,667** | **1,608,480** | **1,493,551** | **2,159,653** | **717,945** | **88.70%** | **44.60%** | **4.01%** |
| **COOLERS - TOTAL** | | **12,041,539** | **13,720,196** | **13,620,231** | **13,614,280** | **14,376,153** | **4,172,122** | **19.39%** | **5.60%** | **5.75%** |

## COOLER MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| DOMESTIC | BEER | $7 | $2 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | OTHER | $0 | $0 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | SPIRIT | $50,571 | $56,090 | $57,053 | $59,131 | $58,828 | $16,018 | 4.68% | -0.51% | 6.94% |
| | WINE | $3,937 | $4,423 | $3,597 | $2,808 | $2,294 | $505 | -22.53% | -18.30% | 2.01% |
| | **DOMESTIC - TOTAL** | **$54,515** | **$60,514** | **$60,650** | **$61,939** | **$61,122** | **$16,523** | **3.57%** | **-1.32%** | **6.76%** |
| IMPORT | BEER | $4 | $3 | $16 | $111 | $2,840 | $1,678 | 1,592.36% | 2,455.03% | 2.35% |
| | OTHER | $0 | $0 | $0 | ($1) | $0 | $0 | 100.00% | 97.67% | 100.00% |
| | SPIRIT | $12,233 | $10,004 | $9,335 | $8,352 | $9,155 | $2,138 | 4.68% | 9.63% | 3.88% |
| | WINE | $2,940 | $2,688 | $2,205 | $2,117 | $2,137 | $493 | 1.77% | 0.92% | 5.86% |
| | **IMPORT - TOTAL** | **$15,178** | **$12,695** | **$11,555** | **$10,579** | **$14,132** | **$4,309** | **64.08%** | **33.59%** | **3.87%** |
| **COOLERS - TOTAL** | | **$69,692** | **$73,209** | **$72,205** | **$72,518** | **$75,254** | **$20,832** | **12.12%** | **3.77%** | **6.21%** |

# Spirit Sales

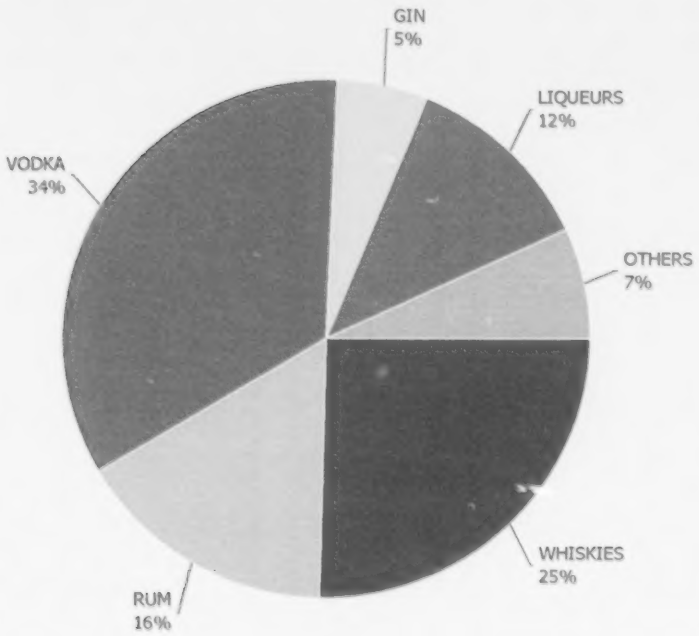


# Spirit Market

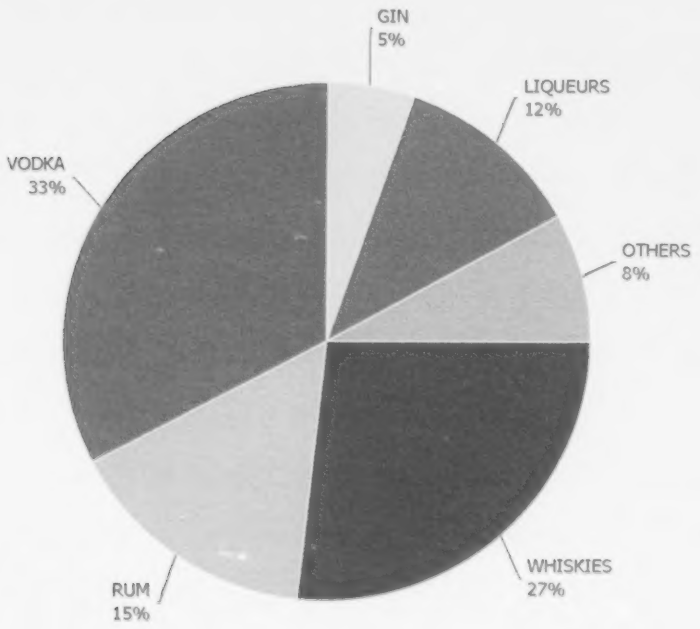
**Spirit Market Share**

Current Quarter by Volume (Litres)




**Spirit Market Share**

Current Quarter by Retail Dollars



## SPIRITS MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

| | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **ARMAGNAC** | | | **1,478** | **1,361** | **1,603** | **2,021** | **1,894** | **390** | **-14.98%** | **-6.26%** | **8.00%** |
| **ASIAN SPIRITS** | | | **136,022** | **134,148** | **136,007** | **147,647** | **148,994** | **33,033** | **-4.15%** | **0.91%** | **42.53%** |
| BRANDY | | DOMESTIC | 88,236 | 81,313 | 71,447 | 67,252 | 64,801 | 12,458 | -11.57% | -3.64% | 6.35% |
| | | IMPORT | 422,022 | 400,603 | 386,007 | 381,501 | 369,613 | 75,647 | -4.94% | -3.12% | 3.88% |
| **BRANDY** | | | **510,258** | **481,916** | **457,454** | **448,753** | **434,415** | **88,105** | **-5.93%** | **-3.20%** | **4.25%** |
| **CACHACA** | | | **4,484** | **4,856** | **4,316** | **4,215** | **4,294** | **1,107** | **-14.10%** | **1.88%** | **40.20%** |
| **COGNAC** | | | **41,152** | **41,046** | **41,902** | **47,060** | **48,628** | **9,817** | **4.59%** | **3.33%** | **12.33%** |
| EAUX DE VIE | | DOMESTIC | 897 | 747 | 707 | 788 | 1,341 | 294 | 64.50% | 70.16% | 6.77% |
| | | IMPORT | 15,376 | 15,772 | 16,076 | 14,703 | 16,783 | 3,666 | 27.16% | 14.15% | 8.10% |
| **EAUX DE VIE** | | | **16,274** | **16,519** | **16,783** | **15,491** | **18,123** | **3,960** | **29.34%** | **17.00%** | **8.00%** |
| GIN | | DOMESTIC | 373,573 | 354,641 | 314,381 | 298,637 | 295,496 | 67,665 | -1.93% | -1.05% | 17.78% |
| | | IMPORT | 849,936 | 835,179 | 822,739 | 867,180 | 929,395 | 224,566 | 6.49% | 7.17% | 15.69% |
| **GIN** | | | **1,223,510** | **1,189,820** | **1,137,120** | **1,165,816** | **1,224,892** | **292,231** | **4.41%** | **5.07%** | **16.19%** |
| RUM | AMBER | DOMESTIC | 1,154,820 | 1,141,008 | 1,165,479 | 1,128,801 | 1,108,127 | 227,820 | -2.78% | -1.83% | 8.19% |
| | | IMPORT | 601,354 | 675,305 | 707,767 | 766,086 | 810,855 | 166,200 | -3.86% | 5.84% | 7.32% |
| | | **AMBER** | **1,756,174** | **1,816,312** | **1,873,246** | **1,894,887** | **1,918,982** | **394,019** | **-3.24%** | **1.27%** | **7.82%** |
| | DARK | DOMESTIC | 494,596 | 465,904 | 404,775 | 385,216 | 369,299 | 75,044 | -4.22% | -4.13% | 9.63% |
| | | IMPORT | 201,929 | 186,292 | 190,322 | 211,730 | 255,439 | 56,016 | 25.69% | 20.64% | 4.24% |
| | | **DARK** | **696,525** | **652,197** | **595,097** | **596,946** | **624,738** | **131,060** | **6.62%** | **4.66%** | **7.43%** |
| | WHITE | DOMESTIC | 1,872,388 | 1,753,769 | 1,598,880 | 1,493,135 | 1,460,074 | 320,271 | -6.44% | -2.21% | 11.85% |
| | | IMPORT | 119,953 | 110,475 | 104,384 | 105,011 | 85,183 | 19,425 | -22.19% | -18.88% | 17.65% |
| | | **WHITE** | **1,992,341** | **1,864,244** | **1,703,264** | **1,598,146** | **1,545,257** | **339,696** | **-7.51%** | **-3.31%** | **12.17%** |
| RUM | | DOMESTIC | 3,521,804 | 3,360,681 | 3,169,134 | 3,007,151 | 2,937,500 | 623,135 | -4.87% | -2.32% | 10.19% |
| | | IMPORT | 923,236 | 972,072 | 1,002,473 | 1,082,828 | 1,151,478 | 241,641 | -0.32% | 6.34% | 7.40% |
| **RUM** | | | **4,445,039** | **4,332,753** | **4,171,607** | **4,089,979** | **4,088,978** | **864,775** | **-3.64%** | **-0.02%** | **9.40%** |
| TEQUILA | | DOMESTIC | 0 | 0 | 0 | 112 | 18 | 0 | -100.00% | -83.87% | 0.00% |
| | | IMPORT | 499,800 | 515,683 | 513,579 | 566,482 | 607,971 | 150,421 | 3.62% | 7.32% | 33.44% |
| **TEQUILA** | | | **499,800** | **515,683** | **513,579** | **566,594** | **607,989** | **150,421** | **3.55%** | **7.31%** | **33.44%** |

## SPIRITS MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| VODKA | DOMESTIC | 5,360,717 | 5,115,110 | 4,740,820 | 4,673,857 | 4,661,220 | 1,078,042 | -0.02% | -0.27% | 12.94% |
| | IMPORT | 2,651,811 | 2,946,407 | 3,076,448 | 3,211,434 | 3,271,373 | 746,285 | 0.82% | 1.87% | 12.45% |
| **VODKA** | | **8,012,528** | **8,061,517** | **7,817,268** | **7,885,290** | **7,932,593** | **1,824,328** | **0.33%** | **0.60%** | **12.74%** |
| WHISKY | AMERICAN WHISKY | 317,575 | 337,369 | 358,873 | 407,496 | 441,745 | 100,079 | 8.48% | 8.40% | 26.14% |
| | CANADIAN WHISKY | 4,477,128 | 4,234,778 | 4,022,597 | 4,032,779 | 4,037,890 | 912,209 | 0.42% | 0.13% | 6.52% |
| | IRISH WHISKY | 102,279 | 114,640 | 127,509 | 150,683 | 168,508 | 34,656 | 10.35% | 11.83% | 24.13% |
| | JAPANESE WHISKY | 1 | 907 | 403 | 1,161 | 1,770 | 316 | 16.83% | 52.46% | 6.97% |
| | SCOTCH - BLEND | 1,076,090 | 1,047,858 | 1,033,757 | 1,014,085 | 981,730 | 221,533 | -4.53% | -3.19% | 2.83% |
| | SCOTCH - MALT | 319,578 | 323,888 | 327,507 | 347,385 | 366,774 | 76,267 | 2.73% | 5.58% | 7.50% |
| | OTHER WHISKY | 426 | 1,776 | 5,784 | 5,118 | 7,556 | 1,461 | 37.52% | 47.64% | 1.07% |
| **WHISKY** | | **1,076,090** | **1,047,858** | **1,033,757** | **1,014,085** | **981,730** | **221,533** | **-4.53%** | **-3.19%** | **2.83%** |
| OTHER SPIRITS | RESTRICTED | 1,214 | 1,466 | 1,404 | 1,470 | 1,358 | 293 | -9.85% | -7.68% | 0.04% |
| | APERITIF | 13,270 | 13,774 | 13,941 | 15,637 | 18,173 | 4,442 | 18.13% | 16.21% | 23.42% |
| | FLAVOURED | 1,747 | 3,039 | 2,560 | 2,192 | 1,931 | 566 | 48.49% | -11.89% | 4.67% |
| | READY TO MIX COCKTAILS | 171,510 | 159,188 | 151,551 | 147,456 | 142,457 | 35,286 | -1.57% | -3.39% | 53.12% |
| | READY TO SERVE COCKTAILS | 247,520 | 204,059 | 145,475 | 204,831 | 199,393 | 34,330 | -36.37% | -2.66% | 0.39% |
| | SCHNAPPS | 6,638 | 6,447 | 6,349 | 5,420 | 5,110 | 946 | -12.64% | -5.71% | 5.08% |
| **OTHER SPIRITS** | | **441,897** | **387,973** | **321,280** | **377,007** | **368,421** | **75,862** | **-20.44%** | **-2.28%** | **22.00%** |
| SPIRIT - GIFT PACKS | DOMESTIC | 11,232 | 12,769 | 9,318 | 34,822 | 16,279 | 1,679 | 56.09% | -53.25% | 0.40% |
| | IMPORT | 14,985 | 23,528 | 18,353 | 19,159 | 26,195 | 3,511 | 33.81% | 36.73% | 1.09% |
| **SPIRIT - GIFT PACKS** | | **26,218** | **36,297** | **27,671** | **53,981** | **42,474** | **5,190** | **40.29%** | **-21.32%** | **0.83%** |

## SPIRITS MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **ARMAGNAC** | | | **$186** | **$173** | **$170** | **$247** | **$247** | **$58** | **-7.04%** | **0.21%** | **5.68%** |
| **ASIAN SPIRITS** | | | **$3,487** | **$3,768** | **$5,331** | **$9,155** | **$6,839** | **$1,064** | **-57.92%** | **-25.29%** | **24.30%** |
| BRANDY | | DOMESTIC | $2,286 | $2,191 | $2,046 | $1,917 | $1,832 | $345 | -13.50% | -4.42% | 6.34% |
| | | IMPORT | $11,316 | $11,150 | $11,315 | $11,133 | $10,648 | $2,138 | -6.28% | -4.36% | 4.29% |
| **BRANDY** | | | **$13,602** | **$13,341** | **$13,361** | **$13,050** | **$12,480** | **$2,484** | **-7.36%** | **-4.37%** | **4.59%** |
| **CACHACA** | | | **$168** | **$186** | **$181** | **$168** | **$162** | **$40** | **-13.98%** | **-4.04%** | **42.43%** |
| **COGNAC** | | | **$4,085** | **$4,199** | **$4,616** | **$6,032** | **$6,539** | **$1,598** | **26.57%** | **8.40%** | **10.63%** |
| EAUX DE VIE | | DOMESTIC | $90 | $80 | $76 | $78 | $123 | $23 | 32.75% | 57.12% | 7.85% |
| | | IMPORT | $746 | $762 | $792 | $684 | $752 | $145 | 11.55% | 9.92% | 11.03% |
| **EAUX DE VIE** | | | **$836** | **$842** | **$868** | **$762** | **$874** | **$168** | **13.99%** | **14.76%** | **10.58%** |
| GIN | | DOMESTIC | $10,114 | $9,813 | $9,195 | $8,812 | $8,679 | $1,956 | -3.25% | -1.51% | 17.56% |
| | | IMPORT | $25,269 | $24,979 | $25,433 | $26,533 | $28,169 | $6,664 | 6.31% | 6.17% | 16.18% |
| **GIN** | | | **$35,383** | **$34,792** | **$34,628** | **$35,345** | **$36,848** | **$8,620** | **3.98%** | **4.25%** | **16.51%** |
| RUM | AMBER | DOMESTIC | $33,131 | $33,521 | $35,879 | $35,223 | $34,182 | $6,826 | -5.03% | -2.96% | 8.39% |
| | | IMPORT | $17,978 | $21,127 | $23,384 | $25,250 | $26,148 | $5,217 | -6.29% | 3.55% | 7.82% |
| | | **AMBER** | **$51,109** | **$54,648** | **$59,263** | **$60,474** | **$60,330** | **$12,043** | **-5.58%** | **-0.24%** | **8.14%** |
| | DARK | DOMESTIC | $12,899 | $12,693 | $11,924 | $11,216 | $10,561 | $2,083 | -7.19% | -5.84% | 9.73% |
| | | IMPORT | $5,779 | $5,527 | $6,146 | $7,146 | $8,798 | $1,895 | 25.43% | 23.12% | 4.48% |
| | | **DARK** | **$18,678** | **$18,220** | **$18,070** | **$18,362** | **$19,359** | **$3,978** | **5.93%** | **5.43%** | **7.34%** |
| | WHITE | DOMESTIC | $49,148 | $47,695 | $45,801 | $42,807 | $41,028 | $8,748 | -8.75% | -4.16% | 11.88% |
| | | IMPORT | $3,371 | $3,155 | $3,107 | $3,159 | $2,525 | $569 | -23.15% | -20.06% | 18.42% |
| | | **WHITE** | **$52,519** | **$50,851** | **$48,908** | **$45,966** | **$43,554** | **$9,316** | **-9.78%** | **-5.25%** | **12.26%** |
| RUM | | DOMESTIC | $95,179 | $93,909 | $93,604 | $89,247 | $85,772 | $17,657 | -7.16% | -3.89% | 10.22% |
| | | IMPORT | $27,127 | $29,810 | $32,637 | $35,555 | $37,471 | $7,680 | -1.76% | 5.39% | 7.75% |
| **RUM** | | | **$122,306** | **$123,719** | **$126,240** | **$124,802** | **$123,243** | **$25,337** | **-5.59%** | **-1.25%** | **9.47%** |
| TEQUILA | | DOMESTIC | $0 | $0 | $0 | $4 | $1 | $0 | -100.00% | -72.38% | 0.00% |
| | | IMPORT | $22,353 | $22,170 | $21,638 | $22,919 | $24,476 | $5,835 | 3.38% | 6.79% | 32.34% |
| **TEQUILA** | | | **$22,353** | **$22,170** | **$21,638** | **$22,923** | **$24,477** | **$5,835** | **3.35%** | **6.78%** | **32.34%** |

## SPIRITS MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| VODKA | DOMESTIC | $141,347 | $140,285 | $136,717 | $135,023 | $133,749 | $30,151 | -3.05% | -0.94% | 12.85% |
| | IMPORT | $81,675 | $92,588 | $99,811 | $103,741 | $104,246 | $23,141 | -1.55% | 0.49% | 13.94% |
| **VODKA** | | **$223,022** | **$232,873** | **$236,528** | **$238,765** | **$237,996** | **$53,292** | **-2.40%** | **-0.32%** | **13.33%** |
| WHISKY | AMERICAN WHISKY | $11,028 | $11,979 | $13,199 | $15,096 | $16,424 | $3,681 | 9.22% | 8.79% | 27.14% |
| | CANADIAN WHISKY | $128,540 | $123,354 | $122,406 | $121,268 | $118,879 | $26,089 | -2.60% | -1.97% | 6.56% |
| | IRISH WHISKY | $3,887 | $4,446 | $5,131 | $5,934 | $6,552 | $1,343 | 11.98% | 10.42% | 24.06% |
| | JAPANESE WHISKY | $0 | $99 | $57 | $141 | $209 | $34 | 5.12% | 48.17% | 6.55% |
| | SCOTCH - BLEND | $36,269 | $35,187 | $35,548 | $34,508 | $32,845 | $7,149 | -7.27% | -4.82% | 3.80% |
| | SCOTCH - MALT | $22,041 | $22,963 | $24,246 | $25,786 | $27,539 | $5,477 | 2.61% | 6.80% | 8.72% |
| | OTHER WHISKY | $48 | $185 | $335 | $299 | $374 | $70 | 24.57% | 25.09% | 2.08% |
| **WHISKY** | | **$36,269** | **$35,187** | **$35,548** | **$34,508** | **$32,845** | **$7,149** | **-7.27%** | **-4.82%** | **3.80%** |
| OTHER SPIRITS | RESTRICTED | $56 | $67 | $65 | $68 | $63 | $14 | -9.82% | -7.68% | 0.04% |
| | APERITIF | $395 | $400 | $429 | $485 | $553 | $132 | 15.51% | 14.15% | 24.16% |
| | FLAVOURED | $73 | $102 | $97 | $87 | $74 | $22 | 39.53% | -14.74% | 6.99% |
| | READY TO MIX COCKTAILS | $3,962 | $3,713 | $3,633 | $3,511 | $3,359 | $818 | -2.74% | -4.35% | 52.77% |
| | READY TO SERVE COCKTAILS | $5,394 | $4,511 | $3,495 | $4,422 | $4,468 | $828 | -26.11% | 1.03% | 0.37% |
| | SCHNAPPS | $251 | $243 | $246 | $212 | $204 | $37 | -13.54% | -3.42% | 5.24% |
| **OTHER SPIRITS** | | **$10,131** | **$9,036** | **$7,965** | **$8,785** | **$8,721** | **$1,850** | **-13.92%** | **-0.72%** | **22.23%** |
| SPIRIT - GIFT PACKS | DOMESTIC | $505 | $499 | $473 | $1,168 | $831 | $65 | 105.24% | -28.89% | 0.36% |
| | IMPORT | $731 | $1,027 | $941 | $985 | $1,125 | $137 | 6.61% | 14.21% | 1.42% |
| **SPIRIT - GIFT PACKS** | | **$1,237** | **$1,526** | **$1,414** | **$2,153** | **$1,955** | **$202** | **26.06%** | **-9.17%** | **0.97%** |

## SPIRITS MARKET - LIQUEURS
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| ALMOND | DOMESTIC | 20,730 | 16,814 | 12,678 | 11,482 | 2,251 | 368 | -83.43% | -80.40% | 74.98% |
| | IMPORT | 111,899 | 107,776 | 107,183 | 102,096 | 103,583 | 18,608 | 0.98% | 1.46% | 16.39% |
| | **ALMOND - TOTAL** | **132,629** | **124,590** | **119,861** | **113,578** | **105,833** | **18,976** | **-8.09%** | **-6.82%** | **17.63%** |
| ANISE / LICORICE | DOMESTIC | 2,891 | 1,754 | 1,453 | 1,180 | 1,109 | 168 | -11.81% | -6.04% | 39.55% |
| | IMPORT | 156,464 | 145,210 | 137,247 | 132,284 | 127,325 | 26,990 | -3.53% | -3.75% | 18.74% |
| | **ANISE / LICORICE - TOTAL** | **159,355** | **146,965** | **138,700** | **133,465** | **128,435** | **27,158** | **-3.58%** | **-3.77%** | **18.92%** |
| APPLE | DOMESTIC | 0 | 0 | 363 | 401 | 416 | 73 | -8.57% | 3.69% | 94.25% |
| | IMPORT | 57,084 | 48,605 | 40,567 | 36,569 | 30,537 | 6,223 | -15.96% | -16.50% | 43.60% |
| | **APPLE - TOTAL** | **57,084** | **48,605** | **40,929** | **36,970** | **30,953** | **6,295** | **-15.88%** | **-16.28%** | **44.28%** |
| APRICOT | DOMESTIC | 9,019 | 8,482 | 8,188 | 8,512 | 7,232 | 1,152 | -27.79% | -15.05% | 6.16% |
| | IMPORT | 19,103 | 19,246 | 20,000 | 20,094 | 20,324 | 4,695 | 17.41% | 1.15% | 27.82% |
| | **APRICOT - TOTAL** | **28,121** | **27,728** | **28,189** | **28,606** | **27,556** | **5,847** | **4.52%** | **-3.67%** | **22.13%** |
| BANANA | DOMESTIC | 15,330 | 5,528 | 3,722 | 3,205 | 2,105 | 470 | -46.35% | -34.31% | 23.33% |
| | IMPORT | 33,284 | 34,169 | 31,768 | 30,330 | 27,499 | 5,814 | -12.78% | -9.34% | 62.55% |
| | **BANANA - TOTAL** | **48,614** | **39,697** | **35,490** | **33,535** | **29,604** | **6,284** | **-16.68%** | **-11.72%** | **59.76%** |
| BERRY - OTHER | DOMESTIC | 104 | 168 | 523 | 975 | 822 | 442 | 220.38% | -15.65% | 0.00% |
| | IMPORT | 1,738 | 1,125 | 725 | 579 | 746 | 119 | 3.75% | 28.85% | 28.62% |
| | **BERRY - OTHER - TOTAL** | **1,842** | **1,293** | **1,248** | **1,554** | **1,568** | **561** | **122.05%** | **0.93%** | **13.61%** |
| BLACK CURRANT / CASSIS | DOMESTIC | 60 | 437 | 244 | 183 | 401 | 136 | 527.24% | 118.57% | 0.00% |
| | IMPORT | 7,322 | 7,186 | 6,801 | 6,561 | 6,212 | 1,353 | -1.42% | -5.32% | 36.30% |
| | **BLACK CURRANT / CASSIS - TOTAL** | **7,382** | **7,623** | **7,045** | **6,744** | **6,613** | **1,489** | **6.83%** | **-1.95%** | **34.10%** |
| BLACKBERRY | DOMESTIC | 49 | 68 | 28 | 22 | 55 | 5 | -30.00% | 151.72% | 0.00% |
| | IMPORT | 3,081 | 2,948 | 2,716 | 2,699 | 2,161 | 454 | -20.95% | -19.93% | 29.66% |

## SPIRITS MARKET - LIQUEURS
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| BLACKBERRY | **BLACKBERRY - TOTAL** | **3,130** | **3,016** | **2,744** | **2,721** | **2,216** | **460** | **-21.07%** | **-18.55%** | **28.93%** |
| BUTTERSCOTCH | DOMESTIC | 394 | 426 | 455 | 766 | 708 | 178 | -16.13% | -7.59% | 98.39% |
| | IMPORT | 52,072 | 48,582 | 53,307 | 61,022 | 65,767 | 13,666 | 4.52% | 7.78% | 55.33% |
| | **BUTTERSCOTCH - TOTAL** | **52,467** | **49,009** | **53,762** | **61,788** | **66,475** | **13,844** | **4.19%** | **7.59%** | **55.79%** |
| CACAO / CHOCOLATE | DOMESTIC | 6,200 | 6,105 | 5,978 | 5,426 | 4,942 | 368 | -62.51% | -8.92% | 18.12% |
| | IMPORT | 10 | -1 | 0 | 1 | 273 | 192 | n/a | 36,280.00% | 2.20% |
| | **CACAO / CHOCOLATE - TOTAL** | **6,210** | **6,104** | **5,978** | **5,426** | **5,215** | **560** | **-42.90%** | **-3.90%** | **17.29%** |
| CACAO / WHITE | DOMESTIC | 33,023 | 24,865 | 23,095 | 22,859 | 22,472 | 4,952 | 11.69% | -1.69% | 51.11% |
| | IMPORT | 47 | 26 | 8 | 3 | 0 | 0 | n/a | -100.00% | 0.00% |
| | **CACAO / WHITE - TOTAL** | **33,070** | **24,891** | **23,102** | **22,862** | **22,472** | **4,952** | **11.69%** | **-1.70%** | **51.11%** |
| CHERRY | DOMESTIC | 499 | 78 | 240 | 366 | 935 | 288 | 124.85% | 155.79% | 5.49% |
| | IMPORT | 9,286 | 8,819 | 8,556 | 8,694 | 9,266 | 1,916 | 9.85% | 6.58% | 26.96% |
| | **CHERRY - TOTAL** | **9,785** | **8,896** | **8,796** | **9,059** | **10,201** | **2,204** | **17.73%** | **12.61%** | **24.99%** |
| CHESTNUT | IMPORT | 0 | 20 | 24 | 1 | 0 | 0 | n/a | -100.00% | 0.00% |
| | **CHESTNUT - TOTAL** | **0** | **20** | **24** | **1** | **0** | **0** | **n/a** | **-100.00%** | **0.00%** |
| CITRUS OTHER THAN ORANGE | IMPORT | 80 | 0 | 0 | 954 | 307 | 0 | -100.00% | -67.82% | 0.00% |
| | **CITRUS OTHER THAN ORANGE - TOTAL** | **80** | **0** | **0** | **954** | **307** | **0** | **-100.00%** | **-67.82%** | **0.00%** |
| COCONUT | DOMESTIC | 138,778 | 117,709 | 117,053 | 120,764 | 117,655 | 34,668 | 12.21% | -2.57% | 11.61% |
| | IMPORT | 16,706 | 15,580 | 14,605 | 12,729 | 11,765 | 2,412 | -22.97% | -7.57% | 23.04% |
| | **COCONUT - TOTAL** | **155,484** | **133,289** | **131,657** | **133,492** | **129,420** | **37,080** | **8.97%** | **-3.05%** | **12.65%** |
| COFFEE | DOMESTIC | 11,122 | 4,568 | 2,308 | 1,078 | 330 | 63 | -41.67% | -69.38% | 38.18% |
| | IMPORT | 353,288 | 313,452 | 292,111 | 288,130 | 279,892 | 49,834 | -2.30% | -2.86% | 12.56% |

## SPIRITS MARKET - LIQUEURS
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| COFFEE | **COFFEE - TOTAL** | **364,411** | **318,021** | **294,420** | **289,208** | **280,222** | **49,897** | **-2.39%** | **-3.11%** | **12.60%** |
| CRANBERRY | DOMESTIC | 39 | 34 | 28 | 41 | 94 | 8 | 11.11% | 129.09% | 0.00% |
| | **CRANBERRY - TOTAL** | **39** | **34** | **28** | **41** | **94** | **8** | **11.11%** | **129.09%** | **0.00%** |
| CREAM | DOMESTIC | 1,800 | 2,650 | 1,450 | 2,611 | 4,902 | 1,072 | 47.13% | 87.77% | 2.97% |
| | IMPORT | 1,070,487 | 1,030,107 | 1,024,963 | 1,037,733 | 1,023,437 | 162,357 | -3.09% | -1.38% | 5.03% |
| | **CREAM - TOTAL** | **1,072,287** | **1,032,757** | **1,026,412** | **1,040,344** | **1,028,339** | **163,430** | **-2.87%** | **-1.15%** | **5.02%** |
| EGG | IMPORT | 5,976 | 5,833 | 5,614 | 5,126 | 5,068 | 626 | -5.66% | -1.13% | 1.78% |
| | **EGG - TOTAL** | **5,976** | **5,833** | **5,614** | **5,126** | **5,068** | **626** | **-5.66%** | **-1.13%** | **1.78%** |
| FRUIT - OTHER | DOMESTIC | 29,192 | 13,806 | 6,166 | 3,527 | 2,383 | 488 | -50.15% | -32.44% | 7.71% |
| | IMPORT | 100,693 | 78,977 | 64,603 | 58,832 | 51,336 | 11,157 | -14.03% | -12.74% | 38.43% |
| | **FRUIT - OTHER - TOTAL** | **129,885** | **92,783** | **70,769** | **62,360** | **53,719** | **11,644** | **-16.56%** | **-13.86%** | **37.07%** |
| GRAPE | DOMESTIC | 46 | 45 | 18 | 1,092 | 2,343 | 508 | -53.50% | 114.56% | 3.65% |
| | IMPORT | 8,752 | 4,566 | 2,315 | 1,878 | 1,535 | 496 | 52.66% | -18.25% | 19.15% |
| | **GRAPE - TOTAL** | **8,798** | **4,611** | **2,333** | **2,970** | **3,878** | **1,004** | **-29.17%** | **30.58%** | **9.79%** |
| GRAPE FRUIT | IMPORT | 1,154 | 811 | 698 | 596 | 600 | 184 | 40.26% | 0.80% | 38.31% |
| | **GRAPE FRUIT - TOTAL** | **1,154** | **811** | **698** | **596** | **600** | **184** | **40.26%** | **0.80%** | **38.31%** |
| HAZELNUT | IMPORT | 23,322 | 20,557 | 20,262 | 19,276 | 18,983 | 3,385 | -4.92% | -1.52% | 35.61% |
| | **HAZELNUT - TOTAL** | **23,322** | **20,557** | **20,262** | **19,276** | **18,983** | **3,385** | **-4.92%** | **-1.52%** | **35.61%** |
| HERBAL | DOMESTIC | 1,769 | 1,349 | 1,366 | 1,360 | 1,683 | 487 | 38.34% | 23.78% | 13.25% |
| | IMPORT | 355,631 | 329,817 | 313,473 | 307,141 | 296,949 | 62,306 | -6.23% | -3.32% | 44.94% |
| | **HERBAL - TOTAL** | **357,400** | **331,166** | **314,838** | **308,501** | **298,632** | **62,793** | **-5.99%** | **-3.20%** | **44.76%** |
| HONEY | IMPORT | 0 | 0 | 0 | 18 | 0 | 0 | -100.00% | -100.00% | 0.00% |
| | **HONEY - TOTAL** | **0** | **0** | **0** | **18** | **0** | **0** | **-100.00%** | **-100.00%** | **0.00%** |
| LEMON | IMPORT | 18,383 | 19,246 | 23,600 | 22,978 | 22,089 | 4,419 | -15.03% | -3.87% | 17.80% |
| | **LEMON - TOTAL** | **18,383** | **19,246** | **23,600** | **22,978** | **22,089** | **4,419** | **-15.03%** | **-3.87%** | **17.80%** |

## SPIRITS MARKET - LIQUEURS
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| LOGANBERRY | DOMESTIC | 0 | 0 | 0 | 10 | 0 | 0 | -100.00% | -100.00% | 0.00% |
| | IMPORT | 252 | 311 | 222 | 192 | 276 | 60 | -16.67% | 43.75% | 0.00% |
| | **LOGANBERRY - TOTAL** | **252** | **311** | **222** | **202** | **276** | **60** | **-25.93%** | **36.80%** | **0.00%** |
| MACADAMIA | IMPORT | 1,152 | 3,718 | 3,482 | 3,382 | 3,229 | 604 | 12.90% | -4.52% | 2.72% |
| | **MACADAMIA - TOTAL** | **1,152** | **3,718** | **3,482** | **3,382** | **3,229** | **604** | **12.90%** | **-4.52%** | **2.72%** |
| MELON | DOMESTIC | 11,772 | 10,848 | 3,111 | 1,738 | 1,441 | 357 | -36.85% | -17.09% | 19.07% |
| | IMPORT | 11,529 | 12,711 | 14,747 | 14,053 | 13,476 | 3,194 | 4.70% | -4.10% | 53.72% |
| | **MELON - TOTAL** | **23,302** | **23,560** | **17,858** | **15,791** | **14,917** | **3,551** | **-1.80%** | **-5.53%** | **50.37%** |
| MINT | DOMESTIC | 23,866 | 22,570 | 22,483 | 22,762 | 20,349 | 2,639 | -14.02% | -10.60% | 20.61% |
| | IMPORT | 108 | 187 | 158 | 193 | 127 | 22 | -48.33% | -34.06% | 27.47% |
| | **MINT - TOTAL** | **23,974** | **22,757** | **22,641** | **22,955** | **20,476** | **2,661** | **-14.49%** | **-10.80%** | **20.65%** |
| ORANGE | DOMESTIC | 114,699 | 107,456 | 104,598 | 105,141 | 106,136 | 25,089 | 3.05% | 0.95% | 24.82% |
| | IMPORT | 173,035 | 158,971 | 155,378 | 154,728 | 154,480 | 29,577 | 0.65% | -0.16% | 27.31% |
| | **ORANGE - TOTAL** | **287,733** | **266,427** | **259,977** | **259,869** | **260,616** | **54,666** | **1.73%** | **0.29%** | **26.30%** |
| OTHER | DOMESTIC | 5,275 | 1,217 | 856 | 1,593 | 2,989 | 1,503 | 622.73% | 87.70% | 18.01% |
| | IMPORT | 8,868 | 8,055 | 6,726 | 6,037 | 5,688 | 1,288 | 15.10% | -5.78% | 29.21% |
| | **OTHER - TOTAL** | **14,142** | **9,272** | **7,582** | **7,630** | **8,677** | **2,791** | **110.33%** | **13.73%** | **25.35%** |
| OTHER NUT | IMPORT | 9 | 84 | 14 | 14 | 477 | 27 | n/a | 3,433.33% | 0.00% |
| | **OTHER NUT - TOTAL** | **9** | **84** | **14** | **14** | **477** | **27** | **n/a** | **3,433.33%** | **0.00%** |
| PEACH | DOMESTIC | 49,689 | 47,406 | 44,274 | 47,296 | 49,029 | 11,224 | -0.59% | 3.67% | 50.58% |
| | IMPORT | 3,773 | 2,918 | 1,896 | 1,062 | 809 | 141 | -47.97% | -23.86% | 90.32% |
| | **PEACH - TOTAL** | **53,462** | **50,324** | **46,170** | **48,358** | **49,838** | **11,365** | **-1.70%** | **3.06%** | **51.22%** |
| PEAR | DOMESTIC | 70 | 37 | 10 | 14 | 13 | 1 | -80.00% | -5.56% | 0.00% |
| | IMPORT | 4,479 | 3,836 | 3,490 | 2,923 | 2,814 | 589 | 11.56% | -3.74% | 22.67% |
| | **PEAR - TOTAL** | **4,549** | **3,873** | **3,499** | **2,937** | **2,827** | **590** | **10.92%** | **-3.75%** | **22.57%** |
| PINEAPPLE | DOMESTIC | 11,713 | 7,610 | 3,883 | 2,277 | 1,462 | 160 | -78.34% | -35.77% | 2.15% |

## SPIRITS MARKET - LIQUEURS
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| PINEAPPLE | IMPORT | 0 | 0 | 342 | 279 | 314 | 72 | -38.46% | 12.63% | 0.00% |
| | **PINEAPPLE - TOTAL** | **11,713** | **7,610** | **4,225** | **2,556** | **1,777** | **232** | **-72.90%** | **-30.49%** | **1.77%** |
| PLUM | IMPORT | 845 | 867 | 616 | 808 | 748 | 124 | -21.70% | -7.34% | 1.30% |
| | **PLUM - TOTAL** | **845** | **867** | **616** | **808** | **748** | **124** | **-21.70%** | **-7.34%** | **1.30%** |
| RASPBERRY | DOMESTIC | 2,176 | 2,857 | 2,791 | 3,538 | 3,259 | 575 | -53.55% | -7.91% | 57.72% |
| | IMPORT | 113,187 | 102,967 | 97,396 | 96,218 | 88,549 | 18,613 | -11.01% | -7.97% | 43.96% |
| | **RASPBERRY - TOTAL** | **115,364** | **105,825** | **100,188** | **99,756** | **91,808** | **19,188** | **-13.39%** | **-7.97%** | **44.45%** |
| SPICE | DOMESTIC | 300,807 | 311,554 | 331,984 | 352,951 | 364,904 | 78,544 | 2.16% | 3.39% | 6.55% |
| | IMPORT | 14,404 | 11,661 | 10,828 | 10,025 | 9,991 | 1,806 | -5.52% | -0.34% | 37.31% |
| | **SPICE - TOTAL** | **315,211** | **323,215** | **342,812** | **362,976** | **374,894** | **80,350** | **1.97%** | **3.28%** | **7.37%** |
| STRAWBERRY | DOMESTIC | 4 | 0 | 0 | 7 | 4,269 | 3,956 | n/a | 63,144.44% | 5.32% |
| | IMPORT | 2,360 | 906 | 765 | 3,577 | 3,540 | 550 | -49.27% | -1.01% | 6.00% |
| | **STRAWBERRY - TOTAL** | **2,365** | **906** | **765** | **3,583** | **7,809** | **4,506** | **315.51%** | **117.94%** | **5.63%** |
| TANGERINE | IMPORT | 1,554 | 870 | 835 | 788 | 724 | 199 | 9.50% | -8.10% | 44.77% |
| | **TANGERINE - TOTAL** | **1,554** | **870** | **835** | **788** | **724** | **199** | **9.50%** | **-8.10%** | **44.77%** |
| WALNUT | IMPORT | 134 | 67 | 63 | 29 | 50 | 0 | -100.00% | 71.43% | 0.00% |
| | **WALNUT - TOTAL** | **134** | **67** | **63** | **29** | **50** | **0** | **-100.00%** | **71.43%** | **0.00%** |
| WHISKY | DOMESTIC | 12,182 | 12,672 | 8,068 | 7,737 | 9,380 | 2,369 | 58.19% | 21.24% | 2.77% |
| | IMPORT | 140,599 | 132,460 | 119,462 | 143,380 | 154,189 | 32,390 | 6.98% | 7.54% | 11.47% |
| | **WHISKY - TOTAL** | **152,781** | **145,131** | **127,530** | **151,117** | **163,568** | **34,759** | **9.40%** | **8.24%** | **10.97%** |
| **LIQUEURS - TOTAL** | | **3,685,450** | **3,412,364** | **3,294,978** | **3,324,922** | **3,281,207** | **638,772** | **-1.28%** | **-1.31%** | **18.28%** |

## SPIRITS MARKET - LIQUEURS
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| ALMOND | DOMESTIC | $488 | $398 | $312 | $283 | $53 | $8 | -85.19% | -81.36% | 73.89% |
| | IMPORT | $3,110 | $3,009 | $3,074 | $2,965 | $2,927 | $524 | -0.97% | -1.28% | 15.65% |
| | **ALMOND - TOTAL** | **$3,598** | **$3,407** | **$3,386** | **$3,248** | **$2,980** | **$532** | **-8.87%** | **-8.26%** | **16.68%** |
| ANISE / LICORICE | DOMESTIC | $68 | $41 | $35 | $29 | $28 | $4 | -14.38% | -2.81% | 36.85% |
| | IMPORT | $4,389 | $4,157 | $4,022 | $3,836 | $3,651 | $768 | -3.93% | -4.82% | 18.39% |
| | **ANISE / LICORICE - TOTAL** | **$4,457** | **$4,198** | **$4,057** | **$3,865** | **$3,679** | **$772** | **-3.99%** | **-4.81%** | **18.53%** |
| APPLE | DOMESTIC | $0 | $0 | $8 | $9 | $9 | $2 | -10.96% | 2.43% | 94.22% |
| | IMPORT | $1,346 | $1,156 | $997 | $915 | $774 | $155 | -17.17% | -15.42% | 43.16% |
| | **APPLE - TOTAL** | **$1,346** | **$1,156** | **$1,004** | **$923** | **$782** | **$156** | **-17.11%** | **-15.25%** | **43.73%** |
| APRICOT | DOMESTIC | $217 | $205 | $203 | $210 | $177 | $28 | -29.65% | -15.67% | 5.41% |
| | IMPORT | $400 | $405 | $429 | $436 | $445 | $102 | 14.77% | 1.98% | 29.55% |
| | **APRICOT - TOTAL** | **$617** | **$610** | **$632** | **$647** | **$622** | **$129** | **1.08%** | **-3.77%** | **22.67%** |
| BANANA | DOMESTIC | $394 | $144 | $96 | $78 | $52 | $11 | -46.05% | -33.60% | 19.22% |
| | IMPORT | $687 | $705 | $674 | $641 | $573 | $121 | -14.43% | -10.57% | 63.44% |
| | **BANANA - TOTAL** | **$1,081** | **$849** | **$771** | **$719** | **$625** | **$133** | **-18.53%** | **-13.08%** | **59.77%** |
| BERRY - OTHER | DOMESTIC | $4 | $5 | $22 | $34 | $38 | $13 | 114.80% | 13.06% | 0.00% |
| | IMPORT | $48 | $33 | $22 | $19 | $22 | $4 | 3.71% | 15.07% | 33.72% |
| | **BERRY - OTHER - TOTAL** | **$52** | **$38** | **$44** | **$53** | **$60** | **$17** | **71.81%** | **13.78%** | **12.17%** |
| BLACK CURRANT / CASSIS | DOMESTIC | $5 | $27 | $17 | $13 | $33 | $11 | 505.59% | 151.51% | 0.00% |
| | IMPORT | $280 | $274 | $263 | $255 | $242 | $52 | -3.76% | -4.98% | 37.21% |
| | **BLACK CURRANT / CASSIS - TOTAL** | **$285** | **$301** | **$280** | **$268** | **$275** | **$63** | **12.74%** | **2.68%** | **32.74%** |
| BLACKBERRY | DOMESTIC | $4 | $6 | $2 | $2 | $5 | $0 | -31.83% | 151.09% | 0.00% |
| | IMPORT | $103 | $98 | $90 | $91 | $77 | $16 | -15.31% | -15.64% | 30.70% |

## SPIRITS MARKET - LIQUEURS
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| BLACKBERRY | **BLACKBERRY - TOTAL** | **$107** | **$104** | **$92** | **$93** | **$82** | **$17** | **-15.83%** | **-12.39%** | **28.99%** |
| BUTTERSCOTCH | DOMESTIC | $8 | $9 | $9 | $16 | $15 | $4 | -16.77% | -7.77% | 98.39% |
| | IMPORT | $1,294 | $1,226 | $1,351 | $1,563 | $1,652 | $332 | 0.64% | 5.66% | 55.93% |
| | **BUTTERSCOTCH - TOTAL** | **$1,302** | **$1,235** | **$1,361** | **$1,579** | **$1,667** | **$336** | **0.41%** | **5.52%** | **56.31%** |
| CACAO / CHOCOLATE | DOMESTIC | $150 | $149 | $149 | $136 | $118 | $9 | -64.45% | -12.59% | 18.49% |
| | IMPORT | $0 | $0 | $0 | $0 | $10 | $8 | n/a | 89,254.40% | 2.70% |
| | **CACAO / CHOCOLATE - TOTAL** | **$151** | **$149** | **$149** | **$136** | **$129** | **$16** | **-33.28%** | **-4.96%** | **17.22%** |
| CACAO / WHITE | DOMESTIC | $807 | $563 | $533 | $527 | $516 | $112 | 8.71% | -2.10% | 50.99% |
| | IMPORT | $1 | $1 | $0 | $0 | $0 | $0 | n/a | -100.00% | 0.00% |
| | **CACAO / WHITE - TOTAL** | **$808** | **$564** | **$533** | **$527** | **$516** | **$112** | **8.71%** | **-2.11%** | **50.99%** |
| CHERRY | DOMESTIC | $11 | $6 | $20 | $25 | $50 | $11 | 59.92% | 101.51% | 4.76% |
| | IMPORT | $240 | $232 | $239 | $244 | $261 | $55 | 7.09% | 6.70% | 30.76% |
| | **CHERRY - TOTAL** | **$251** | **$238** | **$259** | **$269** | **$311** | **$66** | **13.50%** | **15.46%** | **26.57%** |
| CHESTNUT | IMPORT | $0 | $1 | $1 | $0 | $0 | $0 | n/a | -100.00% | 0.00% |
| | **CHESTNUT - TOTAL** | **$0** | **$1** | **$1** | **$0** | **$0** | **$0** | **n/a** | **-100.00%** | **0.00%** |
| CITRUS OTHER THAN ORANGE | IMPORT | $5 | $0 | $0 | $28 | $12 | $0 | -100.00% | -56.24% | 0.00% |
| | **CITRUS OTHER THAN ORANGE - TOTAL** | **$5** | **$0** | **$0** | **$28** | **$12** | **$0** | **-100.00%** | **-56.24%** | **0.00%** |
| COCONUT | DOMESTIC | $3,821 | $3,243 | $3,195 | $3,091 | $2,976 | $840 | 11.49% | -3.73% | 12.08% |
| | IMPORT | $404 | $379 | $365 | $319 | $301 | $62 | -21.18% | -5.45% | 22.80% |
| | **COCONUT - TOTAL** | **$4,225** | **$3,622** | **$3,560** | **$3,410** | **$3,277** | **$902** | **8.41%** | **-3.89%** | **13.07%** |
| COFFEE | DOMESTIC | $249 | $103 | $54 | $23 | $7 | $1 | -42.13% | -71.42% | 38.20% |
| | IMPORT | $10,520 | $9,250 | $8,653 | $8,432 | $8,043 | $1,385 | -6.75% | -4.62% | 12.56% |

## SPIRITS MARKET - LIQUEURS
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| COFFEE | **COFFEE - TOTAL** | **$10,768** | **$9,353** | **$8,706** | **$8,455** | **$8,049** | **$1,386** | **-6.80%** | **-4.80%** | **12.59%** |
| CRANBERRY | DOMESTIC | $3 | $3 | $2 | $3 | $8 | $1 | 8.21% | 128.62% | 0.00% |
| | **CRANBERRY - TOTAL** | **$3** | **$3** | **$2** | **$3** | **$8** | **$1** | **8.21%** | **128.62%** | **0.00%** |
| CREAM | DOMESTIC | $44 | $62 | $36 | $81 | $160 | $34 | 47.25% | 96.07% | 2.65% |
| | IMPORT | $32,756 | $30,996 | $31,322 | $31,276 | $30,162 | $4,582 | -5.43% | -3.56% | 5.30% |
| | **CREAM - TOTAL** | **$32,800** | **$31,059** | **$31,358** | **$31,357** | **$30,322** | **$4,617** | **-5.17%** | **-3.30%** | **5.28%** |
| EGG | IMPORT | $187 | $183 | $180 | $165 | $161 | $19 | -8.12% | -2.02% | 1.78% |
| | **EGG - TOTAL** | **$187** | **$183** | **$180** | **$165** | **$161** | **$19** | **-8.12%** | **-2.02%** | **1.78%** |
| FRUIT - OTHER | DOMESTIC | $876 | $419 | $169 | $90 | $58 | $12 | -51.33% | -35.50% | 8.22% |
| | IMPORT | $3,912 | $2,879 | $2,343 | $2,077 | $1,767 | $373 | -16.75% | -14.93% | 39.72% |
| | **FRUIT - OTHER - TOTAL** | **$4,788** | **$3,298** | **$2,512** | **$2,167** | **$1,825** | **$385** | **-18.52%** | **-15.78%** | **38.72%** |
| GRAPE | DOMESTIC | $1 | $1 | $0 | $28 | $53 | $10 | -64.11% | 89.76% | 3.68% |
| | IMPORT | $213 | $114 | $58 | $48 | $38 | $12 | 44.77% | -19.38% | 19.22% |
| | **GRAPE - TOTAL** | **$214** | **$115** | **$59** | **$75** | **$91** | **$22** | **-39.15%** | **20.99%** | **10.20%** |
| GRAPE FRUIT | IMPORT | $35 | $25 | $22 | $20 | $20 | $6 | 31.24% | 1.76% | 39.10% |
| | **GRAPE FRUIT - TOTAL** | **$35** | **$25** | **$22** | **$20** | **$20** | **$6** | **31.24%** | **1.76%** | **39.10%** |
| HAZELNUT | IMPORT | $777 | $693 | $677 | $615 | $607 | $104 | -7.12% | -1.33% | 36.31% |
| | **HAZELNUT - TOTAL** | **$777** | **$693** | **$677** | **$615** | **$607** | **$104** | **-7.12%** | **-1.33%** | **36.31%** |
| HERBAL | DOMESTIC | $169 | $129 | $134 | $128 | $152 | $38 | 28.29% | 18.43% | 11.14% |
| | IMPORT | $14,307 | $13,362 | $13,134 | $12,906 | $12,277 | $2,512 | -9.64% | -4.87% | 43.58% |
| | **HERBAL - TOTAL** | **$14,476** | **$13,491** | **$13,268** | **$13,035** | **$12,429** | **$2,550** | **-9.24%** | **-4.65%** | **43.18%** |
| HONEY | IMPORT | $0 | $0 | $0 | $1 | $0 | $0 | -100.00% | -100.00% | 0.00% |
| | **HONEY - TOTAL** | **$0** | **$0** | **$0** | **$1** | **$0** | **$0** | **-100.00%** | **-100.00%** | **0.00%** |
| LEMON | IMPORT | $608 | $660 | $816 | $790 | $752 | $152 | -13.47% | -4.78% | 18.52% |
| | **LEMON - TOTAL** | **$608** | **$660** | **$816** | **$790** | **$752** | **$152** | **-13.47%** | **-4.78%** | **18.52%** |

## SPIRITS MARKET - LIQUEURS
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| LOGANBERRY | DOMESTIC | $0 | $0 | $0 | $1 | $0 | $0 | -100.00% | -100.00% | 0.00% |
| | IMPORT | $7 | $9 | $7 | $4 | $2 | $0 | -16.67% | -47.65% | 0.00% |
| | **LOGANBERRY - TOTAL** | **$7** | **$9** | **$7** | **$5** | **$2** | **$0** | **-47.43%** | **-57.97%** | **0.00%** |
| MACADAMIA | IMPORT | $44 | $141 | $135 | $129 | $119 | $21 | 11.59% | -8.09% | 2.85% |
| | **MACADAMIA - TOTAL** | **$44** | **$141** | **$135** | **$129** | **$119** | **$21** | **11.59%** | **-8.09%** | **2.85%** |
| MELON | DOMESTIC | $287 | $276 | $81 | $42 | $35 | $9 | -34.52% | -16.27% | 16.31% |
| | IMPORT | $271 | $297 | $352 | $340 | $325 | $78 | 3.89% | -4.30% | 52.80% |
| | **MELON - TOTAL** | **$558** | **$573** | **$433** | **$382** | **$361** | **$86** | **-2.07%** | **-5.63%** | **49.21%** |
| MINT | DOMESTIC | $602 | $567 | $580 | $587 | $515 | $66 | -16.95% | -12.24% | 20.63% |
| | IMPORT | $4 | $8 | $8 | $10 | $6 | $1 | -53.91% | -37.23% | 28.77% |
| | **MINT - TOTAL** | **$606** | **$575** | **$588** | **$597** | **$521** | **$67** | **-17.94%** | **-12.65%** | **20.72%** |
| ORANGE | DOMESTIC | $3,072 | $2,907 | $2,917 | $2,913 | $2,885 | $662 | -0.42% | -0.97% | 22.69% |
| | IMPORT | $7,666 | $6,585 | $6,676 | $6,547 | $6,301 | $1,144 | -2.49% | -3.76% | 24.24% |
| | **ORANGE - TOTAL** | **$10,738** | **$9,493** | **$9,593** | **$9,460** | **$9,186** | **$1,806** | **-1.74%** | **-2.90%** | **23.76%** |
| OTHER | DOMESTIC | $126 | $33 | $21 | $42 | $71 | $35 | 484.35% | 70.30% | 15.91% |
| | IMPORT | $399 | $328 | $303 | $326 | $378 | $81 | 23.96% | 16.08% | 26.42% |
| | **OTHER - TOTAL** | **$526** | **$362** | **$324** | **$367** | **$449** | **$115** | **62.57%** | **22.26%** | **24.75%** |
| OTHER NUT | IMPORT | $0 | $4 | $1 | $1 | $15 | $1 | n/a | 2,518.61% | 0.00% |
| | **OTHER NUT - TOTAL** | **$0** | **$4** | **$1** | **$1** | **$15** | **$1** | **n/a** | **2,518.61%** | **0.00%** |
| PEACH | DOMESTIC | $1,151 | $1,098 | $1,060 | $1,124 | $1,161 | $262 | -1.60% | 3.35% | 50.78% |
| | IMPORT | $101 | $79 | $52 | $31 | $25 | $4 | -47.49% | -19.47% | 88.10% |
| | **PEACH - TOTAL** | **$1,252** | **$1,177** | **$1,112** | **$1,155** | **$1,186** | **$266** | **-2.92%** | **2.73%** | **51.57%** |
| PEAR | DOMESTIC | $6 | $3 | $1 | $1 | $1 | $0 | -80.48% | -5.69% | 0.00% |
| | IMPORT | $124 | $108 | $104 | $87 | $84 | $18 | 17.38% | -2.99% | 23.11% |
| | **PEAR - TOTAL** | **$130** | **$112** | **$105** | **$88** | **$85** | **$18** | **15.23%** | **-3.03%** | **22.79%** |
| PINEAPPLE | DOMESTIC | $323 | $212 | $106 | $59 | $38 | $4 | -77.26% | -34.96% | 2.17% |

## SPIRITS MARKET - LIQUEURS
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| PINEAPPLE | IMPORT | $0 | $0 | $10 | $8 | $9 | $2 | -40.09% | 12.01% | 0.00% |
| | **PINEAPPLE - TOTAL** | **$323** | **$212** | **$115** | **$67** | **$47** | **$6** | **-71.70%** | **-29.42%** | **1.77%** |
| PLUM | IMPORT | $24 | $25 | $18 | $24 | $22 | $4 | -23.74% | -7.74% | 1.27% |
| | **PLUM - TOTAL** | **$24** | **$25** | **$18** | **$24** | **$22** | **$4** | **-23.74%** | **-7.74%** | **1.27%** |
| RASPBERRY | DOMESTIC | $56 | $85 | $95 | $118 | $129 | $22 | -38.44% | 8.73% | 33.67% |
| | IMPORT | $2,932 | $2,718 | $2,619 | $2,602 | $2,379 | $490 | -12.35% | -8.57% | 44.40% |
| | **RASPBERRY - TOTAL** | **$2,989** | **$2,802** | **$2,714** | **$2,720** | **$2,507** | **$513** | **-13.94%** | **-7.82%** | **43.85%** |
| SPICE | DOMESTIC | $8,657 | $9,133 | $9,978 | $10,573 | $11,060 | $2,366 | 3.08% | 4.62% | 6.02% |
| | IMPORT | $504 | $404 | $393 | $370 | $380 | $67 | -2.57% | 2.46% | 36.42% |
| | **SPICE - TOTAL** | **$9,162** | **$9,537** | **$10,371** | **$10,943** | **$11,440** | **$2,433** | **2.91%** | **4.54%** | **7.02%** |
| STRAWBERRY | DOMESTIC | $0 | $0 | $0 | $0 | $130 | $120 | n/a | 32,242.79% | 5.27% |
| | IMPORT | $63 | $25 | $23 | $161 | $168 | $26 | -48.39% | 4.32% | 5.60% |
| | **STRAWBERRY - TOTAL** | **$64** | **$25** | **$23** | **$161** | **$298** | **$146** | **193.37%** | **84.59%** | **5.46%** |
| TANGERINE | IMPORT | $38 | $22 | $21 | $21 | $18 | $5 | 8.85% | -10.03% | 44.55% |
| | **TANGERINE - TOTAL** | **$38** | **$22** | **$21** | **$21** | **$18** | **$5** | **8.85%** | **-10.03%** | **44.55%** |
| WALNUT | IMPORT | $7 | $3 | $3 | $1 | $3 | $0 | -100.00% | 71.42% | 0.00% |
| | **WALNUT - TOTAL** | **$7** | **$3** | **$3** | **$1** | **$3** | **$0** | **-100.00%** | **71.42%** | **0.00%** |
| WHISKY | DOMESTIC | $372 | $417 | $325 | $333 | $370 | $76 | 27.15% | 11.24% | 3.54% |
| | IMPORT | $4,862 | $4,582 | $4,258 | $5,125 | $5,504 | $1,129 | 6.03% | 7.39% | 11.70% |
| | **WHISKY - TOTAL** | **$5,234** | **$4,999** | **$4,583** | **$5,458** | **$5,875** | **$1,205** | **7.16%** | **7.63%** | **11.19%** |
| **LIQUEURS - TOTAL** | | **$114,642** | **$105,418** | **$103,875** | **$104,029** | **$101,417** | **$19,185** | **-3.36%** | **-2.51%** | **18.50%** |

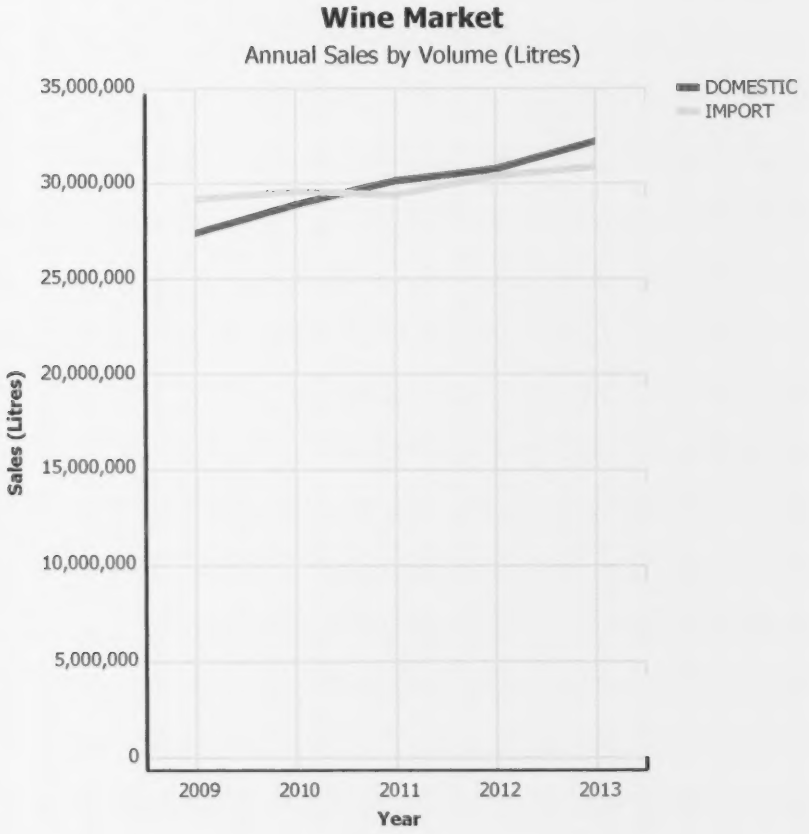
## SPIRITS MARKET - OVERALL
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

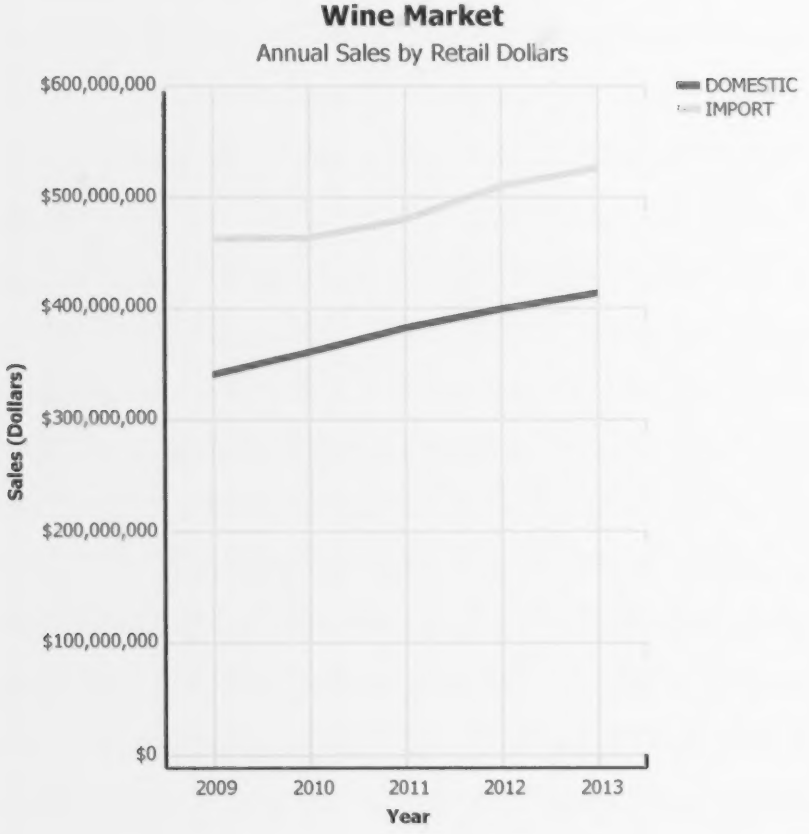
| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| SPIRITS | DOMESTIC | 14,815,493 | 14,067,223 | 13,194,512 | 13,008,388 | 12,881,124 | 2,895,733 | -1.30% | -0.98% | 10.95% |
| | IMPORT | 10,521,692 | 10,610,257 | 10,623,490 | 11,079,099 | 11,327,751 | 2,438,779 | 0.15% | 2.24% | 14.42% |
| **SPIRITS** | | **25,337,185** | **24,677,480** | **23,818,002** | **24,087,486** | **24,208,876** | **5,334,512** | **-0.64%** | **0.50%** | **12.57%** |

## SPIRITS MARKET - OVERALL
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| SPIRITS | DOMESTIC | $404,237 | $394,552 | $388,529 | $381,777 | $373,649 | $81,663 | -3.79% | -2.13% | 10.71% |
| | IMPORT | $349,014 | $355,702 | $369,209 | $387,469 | $390,970 | $81,911 | -2.34% | 0.90% | 15.02% |
| **SPIRITS** | | **$753,252** | **$750,254** | **$757,737** | **$769,246** | **$764,619** | **$163,574** | **-3.07%** | **-0.60%** | **12.91%** |

# Wine Market (Domestic & Imported)

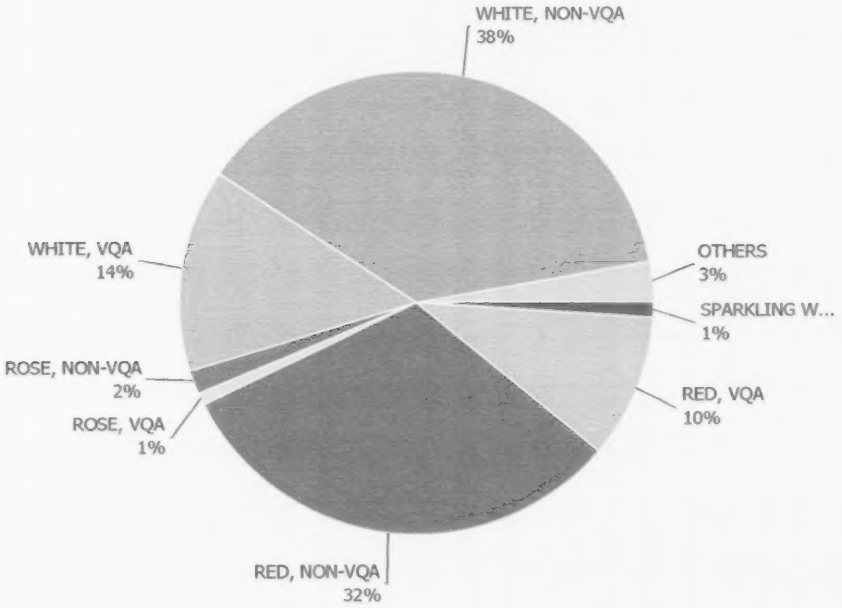


# Wine Market - Domestic Wine

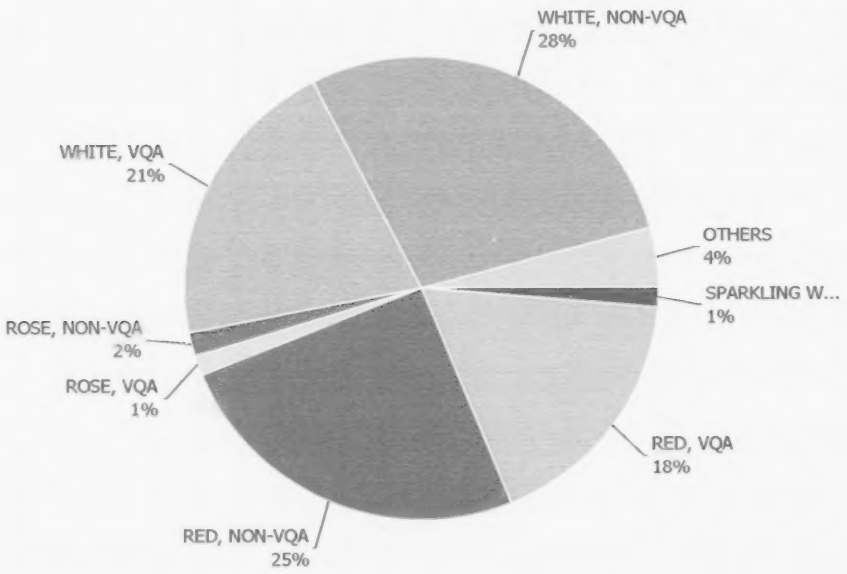
**Domestic Wine Market Share**

Current Quarter by Volume (Litres)




**Domestic Wine Market Share**

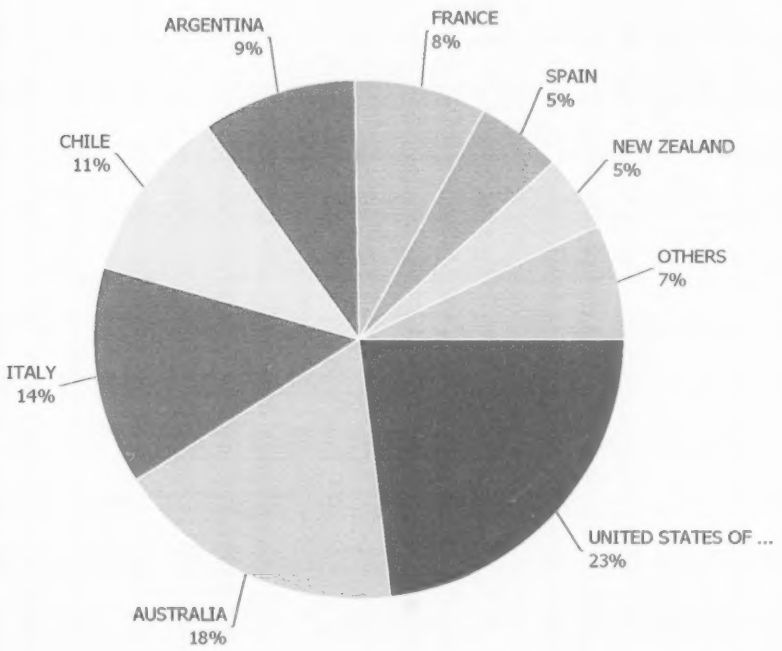
Current Quarter by Retail Dollars



# Wine Market - Import Wine

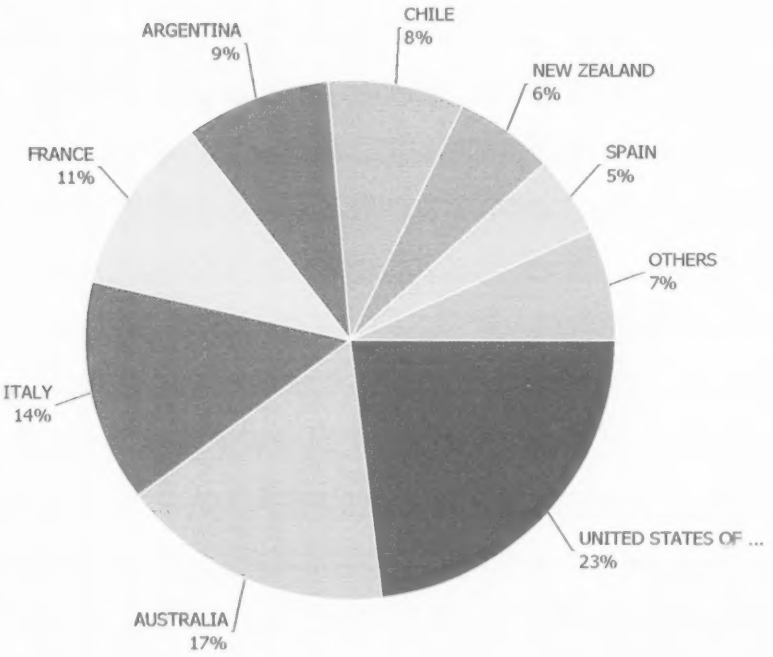
**Import Wine Market Share**

Current Quarter by Volume (Litres)




**Import Wine Market Share**

Current Quarter by Retail Dollars



## DOMESTIC WINE MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| APERITIF, DESSERT AND FORTIFIED WINE | FLAVOURED | OTHER | NON-VQA | 6,398 | 6,055 | 6,605 | 6,924 | 7,163 | 1,393 | 13.23% | 3.46% | 1.65% |
| | | BC | NON-VQA | 904 | 780 | 694 | 747 | 790 | 92 | -12.77% | 5.72% | 0.47% |
| | | **FLAVOURED** | | **7,302** | **6,834** | **7,299** | **7,671** | **7,953** | **1,485** | **11.17%** | **3.68%** | **1.54%** |
| | FRUIT | OTHER | NON-VQA | 555 | 2,106 | 2,826 | 3,449 | 2,515 | 505 | 7.75% | -27.07% | 1.22% |
| | | BC | NON-VQA | 124,833 | 147,845 | 147,154 | 142,846 | 146,838 | 21,038 | -19.20% | 2.79% | 0.82% |
| | | **FRUIT** | | **125,388** | **149,951** | **149,980** | **146,295** | **149,354** | **21,543** | **-18.72%** | **2.09%** | **0.83%** |
| | OTHER | BC | NON-VQA | 5,717 | 5,588 | 8,912 | 13,299 | 13,191 | 1,817 | -18.43% | -0.81% | 1.65% |
| | | | VQA | 0 | 0 | 30 | 15 | 34 | 4 | 120.00% | 125.00% | 0.00% |
| | | **OTHER** | | **5,717** | **5,588** | **8,943** | **13,314** | **13,225** | **1,822** | **-18.31%** | **-0.67%** | **1.65%** |
| | OTHER FORTIFIED | OTHER | NON-VQA | 1,304 | 875 | 648 | 552 | 343 | 28 | -71.70% | -37.91% | 16.30% |
| | | BC | NON-VQA | 11,179 | 9,245 | 7,533 | 9,349 | 8,726 | 1,507 | -10.92% | -6.67% | 5.01% |
| | | | VQA | 237 | 315 | 517 | 478 | 722 | 241 | 160.98% | 50.78% | 1.87% |
| | | **OTHER FORTIFIED** | | **12,720** | **10,436** | **8,697** | **10,379** | **9,790** | **1,776** | **-5.71%** | **-5.68%** | **5.17%** |
| | PORT | OTHER | NON-VQA | 3,140 | 5 | 0 | 8 | 9 | 0 | -100.00% | 20.00% | 0.00% |
| | | BC | NON-VQA | 59,421 | 58,650 | 61,696 | 63,462 | 64,264 | 13,676 | 0.42% | 1.26% | 9.06% |
| | | | VQA | 4,240 | 5,748 | 7,654 | 9,214 | 11,847 | 2,126 | -0.97% | 28.58% | 2.26% |
| | | **PORT** | | **66,801** | **64,403** | **69,350** | **72,684** | **76,120** | **15,802** | **0.19%** | **4.73%** | **8.00%** |
| | SAKE | BC | NON-VQA | 8,183 | 11,026 | 10,000 | 10,935 | 5,972 | 1,299 | -33.80% | -45.38% | 6.84% |
| | | **SAKE** | | **8,183** | **11,026** | **10,000** | **10,935** | **5,972** | **1,299** | **-33.80%** | **-45.38%** | **6.84%** |
| | SHERRY | BC | NON-VQA | 784,606 | 786,450 | 760,814 | 712,270 | 667,757 | 151,444 | -4.79% | -6.25% | 0.72% |
| | | **SHERRY** | | **784,606** | **786,450** | **760,814** | **712,270** | **667,757** | **151,444** | **-4.79%** | **-6.25%** | **0.72%** |
| | **APERITIF, DESSERT AND FORTIFIED WINE** | | | **1,010,716** | **1,034,688** | **1,015,083** | **973,548** | **930,171** | **195,171** | **-6.51%** | **-4.46%** | **1.44%** |
| SPARKLING WINE | SPARKLING ICE WINE | OTHER | VQA | 0 | 9 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | BC | VQA | 73 | 75 | 19 | 9 | 1,525 | 1,112 | 296,500.00% | 16,845.83% | 11.90% |
| | | **SPARKLING ICE WINE** | | **73** | **84** | **19** | **9** | **1,525** | **1,112** | **296,500.00%** | **16,845.83%** | **11.90%** |

## DOMESTIC WINE MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SPARKLING WINE | RED | OTHER | NON-VQA | 51,801 | 48,033 | 49,664 | 48,287 | 44,818 | 8,144 | -0.27% | -7.18% | 0.99% |
| | | BC | NON-VQA | 738 | 573 | 1,604 | 3,550 | 3,562 | 513 | -12.64% | 0.34% | 0.46% |
| | | | VQA | 2,412 | 669 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | **SPARKLING WINE RED** | | **54,951** | **49,275** | **51,268** | **51,837** | **48,380** | **8,656** | **-1.10%** | **-6.67%** | **0.95%** |
| | ROSE | OTHER | NON-VQA | 0 | 0 | 0 | 0 | 90 | 0 | n/a | n/a | 0.00% |
| | | | VQA | 0 | 0 | 18 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | BC | NON-VQA | 2,878 | 2,243 | 3,681 | 10,206 | 9,728 | 986 | -34.67% | -4.68% | 18.27% |
| | | | VQA | 3,167 | 4,363 | 5,841 | 6,897 | 7,984 | 1,547 | -8.84% | 15.76% | 5.24% |
| | | **SPARKLING WINE ROSE** | | **6,045** | **6,606** | **9,540** | **17,103** | **17,802** | **2,534** | **-21.00%** | **4.09%** | **12.84%** |
| | WHITE | OTHER | NON-VQA | 270,808 | 268,202 | 265,335 | 250,523 | 223,103 | 40,718 | -5.40% | -10.95% | 15.98% |
| | | | VQA | 107 | 116 | 143 | 53 | 0 | 0 | n/a | -100.00% | 0.00% |
| | | BC | NON-VQA | 59,494 | 42,641 | 40,845 | 44,104 | 47,612 | 8,668 | -0.04% | 7.95% | 33.73% |
| | | | VQA | 69,533 | 83,219 | 90,230 | 90,319 | 101,035 | 19,454 | 5.48% | 11.87% | 26.66% |
| | | **SPARKLING WINE WHITE** | | **399,943** | **394,178** | **396,553** | **384,999** | **371,750** | **68,840** | **-1.88%** | **-3.44%** | **21.16%** |
| | **SPARKLING WINE** | | | **461,012** | **450,142** | **457,380** | **453,948** | **439,457** | **81,142** | **-1.19%** | **-3.19%** | **18.56%** |
| TABLE WINE | ICE WINE RED | OTHER | NON-VQA | 0 | 0 | 33 | 2,216 | 1,795 | 379 | -74.14% | -18.99% | 0.00% |
| | | | VQA | 428 | 264 | 266 | 34 | 101 | 10 | n/a | 200.00% | 0.00% |
| | | BC | NON-VQA | 53 | 96 | 110 | 9 | 5 | 0 | -100.00% | -41.24% | 0.00% |
| | | | VQA | 4,333 | 4,870 | 4,469 | 8,492 | 7,436 | 1,110 | -19.25% | -12.43% | 0.44% |
| | | **ICE WINE RED** | | **4,815** | **5,230** | **4,878** | **10,750** | **9,337** | **1,498** | **-47.25%** | **-13.14%** | **0.35%** |
| | ICE WINE ROSE | BC | VQA | 42 | 15 | 1 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | **ICE WINE ROSE** | | **42** | **15** | **1** | **0** | **0** | **0** | **n/a** | **n/a** | **0.00%** |
| | ICE WINE WHITE | OTHER | NON-VQA | 71 | 176 | 45 | 5,456 | 18,510 | 4,934 | 24.72% | 239.28% | 0.00% |
| | | | VQA | 8,964 | 12,964 | 11,544 | 14,691 | 17,550 | 2,161 | -8.97% | 19.46% | 0.33% |
| | | BC | NON-VQA | 118 | 1,417 | 1,110 | 275 | 19 | 6 | 211.69% | -92.99% | 0.00% |

## DOMESTIC WINE MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TABLE WINE | ICE WINE WHITE | BC | VQA | 29,892 | 27,619 | 29,505 | 25,020 | 22,440 | 5,252 | 37.15% | -10.31% | 5.06% |
| | | **ICE WINE WHITE** | | **39,046** | **42,176** | **42,204** | **45,443** | **58,519** | **12,353** | **21.57%** | **28.78%** | **2.04%** |
| | RED | OTHER | NON-VQA | 5,481 | 2,447 | 1,896 | 4,579 | 5,303 | 1,082 | -4.12% | 15.80% | 18.99% |
| | | | VQA | 15,500 | 18,732 | 14,269 | 10,412 | 7,998 | 1,307 | -26.80% | -23.18% | 4.27% |
| | | BC | NON-VQA | 8,800,024 | 9,024,550 | 9,674,418 | 9,757,324 | 10,210,827 | 2,320,225 | 5.01% | 4.65% | 10.75% |
| | | | VQA | 2,903,723 | 3,320,178 | 3,474,071 | 3,631,660 | 3,693,485 | 729,891 | -1.61% | 1.70% | 23.80% |
| | | **TABLE WINE RED** | | **11,724,728** | **12,365,907** | **13,164,654** | **13,403,975** | **13,917,613** | **3,052,506** | **3.32%** | **3.83%** | **14.21%** |
| | ROSE | OTHER | VQA | 306 | 0 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | BC | NON-VQA | 492,389 | 520,184 | 523,243 | 553,312 | 563,568 | 125,857 | 1.32% | 1.85% | 4.87% |
| | | | VQA | 153,082 | 186,021 | 205,163 | 204,134 | 236,044 | 61,263 | 17.73% | 15.63% | 6.99% |
| | | **TABLE WINE ROSE** | | **645,777** | **706,205** | **728,406** | **757,446** | **799,612** | **187,120** | **6.17%** | **5.57%** | **5.49%** |
| | WHITE | OTHER | NON-VQA | 6,643 | 2,641 | 2,504 | 6,530 | 10,316 | 1,879 | -23.91% | 57.98% | 10.06% |
| | | | VQA | 9,640 | 12,096 | 9,410 | 5,832 | 6,660 | 1,296 | 7.54% | 14.20% | 8.01% |
| | | BC | NON-VQA | 9,844,363 | 9,921,096 | 10,373,656 | 10,919,558 | 11,653,608 | 2,761,826 | 4.61% | 6.72% | 10.89% |
| | | | VQA | 3,792,483 | 4,441,710 | 4,443,844 | 4,324,979 | 4,525,574 | 1,021,589 | 4.32% | 4.64% | 24.40% |
| | | **TABLE WINE WHITE** | | **13,653,129** | **14,377,544** | **14,829,414** | **15,25[illegible],899** | **16,196,158** | **3,786,590** | **4.52%** | **6.16%** | **14.66%** |
| | **TABLE WINE** | | | **26,067,537** | **27,497,076** | **28,769,556** | **29,474,513** | **30,981,240** | **7,040,067** | **4.04%** | **5.11%** | **14.20%** |
| WINE - GIFT PACKS | WINE - GIFT PACKS ALL | OTHER | NON-VQA | 602 | 4,751 | 4,821 | 3,204 | 2,772 | 70 | 29,150.00% | -13.50% | 0.00% |
| | | | VQA | 2,544 | 5 | 1,008 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | BC | NON-VQA | 52 | 0 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | | VQA | 14,068 | 44,200 | 47,496 | 15,183 | 239 | 0 | -100.00% | -98.43% | 0.00% |
| | | **WINE - GIFT PACKS ALL** | | **17,266** | **48,956** | **53,325** | **18,387** | **3,011** | **70** | **-86.63%** | **-83.63%** | **0.00%** |
| | **WINE - GIFT PACKS** | | | **17,266** | **48,956** | **53,325** | **18,387** | **3,011** | **70** | **-86.63%** | **-83.63%** | **0.00%** |
| **DOMESTIC WINE - TOTAL** | | | | **27,556,532** | **29,030,863** | **30,295,343** | **30,919,536** | **32,325,422** | **7,310,741** | **3.59%** | **4.55%** | **13.87%** |

## DOMESTIC WINE MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| APERITIF, DESSERT AND FORTIFIED WINE | FLAVOURED | OTHER | NON-VQA | $96 | $91 | $102 | $107 | $110 | $21 | 10.28% | 2.93% | 1.65% |
| | | BC | NON-VQA | $32 | $30 | $22 | $24 | $24 | $3 | -15.85% | 0.87% | 0.41% |
| | | **FLAVOURED** | | **$129** | **$121** | **$124** | **$131** | **$134** | **$24** | **6.48%** | **2.56%** | **1.43%** |
| | FRUIT | OTHER | NON-VQA | $39 | $78 | $121 | $188 | $100 | $19 | 34.95% | -46.90% | 1.11% |
| | | BC | NON-VQA | $3,406 | $3,906 | $3,961 | $3,967 | $4,036 | $588 | -16.79% | 1.76% | 1.06% |
| | | **FRUIT** | | **$3,445** | **$3,984** | **$4,082** | **$4,155** | **$4,136** | **$608** | **-15.76%** | **-0.44%** | **1.06%** |
| | OTHER | BC | NON-VQA | $149 | $167 | $262 | $389 | $386 | $51 | -16.40% | -0.64% | 1.42% |
| | | | VQA | $0 | $0 | $1 | $0 | $1 | $0 | 114.40% | 124.30% | 0.00% |
| | | **OTHER** | | **$149** | **$167** | **$263** | **$389** | **$387** | **$51** | **-16.27%** | **-0.48%** | **1.41%** |
| | OTHER FORTIFIED | OTHER | NON-VQA | $60 | $41 | $31 | $26 | $14 | $1 | -81.82% | -45.09% | 10.18% |
| | | BC | NON-VQA | $562 | $491 | $417 | $495 | $472 | $87 | -5.15% | -4.52% | 5.17% |
| | | | VQA | $18 | $24 | $40 | $37 | $55 | $18 | 154.56% | 49.55% | 1.89% |
| | | **OTHER FORTIFIED** | | **$640** | **$556** | **$488** | **$558** | **$542** | **$106** | **2.33%** | **-2.85%** | **4.97%** |
| | PORT | OTHER | NON-VQA | $40 | $0 | $0 | $1 | $1 | $0 | -100.00% | 24.29% | 0.00% |
| | | BC | NON-VQA | $672 | $701 | $766 | $828 | $1,010 | $189 | 4.71% | 22.02% | 7.95% |
| | | | VQA | $195 | $268 | $358 | $411 | $445 | $78 | -6.34% | 8.28% | 2.55% |
| | | **PORT** | | **$906** | **$969** | **$1,124** | **$1,240** | **$1,456** | **$267** | **1.04%** | **17.46%** | **6.29%** |
| | SAKE | BC | NON-VQA | $200 | $238 | $254 | $279 | $235 | $52 | -14.47% | -15.73% | 5.77% |
| | | **SAKE** | | **$200** | **$238** | **$254** | **$279** | **$235** | **$52** | **-14.47%** | **-15.73%** | **5.77%** |
| | SHERRY | BC | NON-VQA | $5,705 | $5,693 | $5,606 | $5,316 | $5,019 | $1,112 | -7.55% | -5.57% | 0.73% |
| | | **SHERRY** | | **$5,705** | **$5,693** | **$5,606** | **$5,316** | **$5,019** | **$1,112** | **-7.55%** | **-5.57%** | **0.73%** |
| | **APERITIF, DESSERT AND FORTIFIED WINE** | | | **$11,173** | **$11,729** | **$11,941** | **$12,067** | **$11,910** | **$2,220** | **-8.89%** | **-1.30%** | **1.85%** |
| SPARKLING WINE | SPARKLING ICE WINE | OTHER | VQA | $0 | $1 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | BC | VQA | $10 | $10 | $3 | $1 | $58 | $33 | 61,834.84% | 4,330.86% | 9.65% |
| | | **SPARKLING ICE WINE** | | **$10** | **$11** | **$3** | **$1** | **$58** | **$33** | **61,834.84%** | **4,330.86%** | **9.65%** |
| | RED | OTHER | NON-VQA | $404 | $374 | $387 | $386 | $356 | $63 | -2.96% | -7.74% | 1.00% |
| | | BC | NON-VQA | $22 | $20 | $45 | $83 | $84 | $12 | -14.44% | 1.57% | 0.66% |

## DOMESTIC WINE MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SPARKLING WINE | RED | BC | VQA | $71 | $20 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | **SPARKLING WINE RED** | | **$497** | **$414** | **$432** | **$469** | **$440** | **$75** | **-4.98%** | **-6.09%** | **0.93%** |
| | ROSE | OTHER | NON-VQA | $0 | $0 | $0 | $0 | $3 | $0 | n/a | n/a | 0.00% |
| | | | VQA | $0 | $0 | $1 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | BC | NON-VQA | $92 | $75 | $131 | $247 | $264 | $30 | -10.42% | 6.68% | 23.95% |
| | | | VQA | $103 | $141 | $177 | $197 | $214 | $39 | -14.96% | 8.94% | 5.29% |
| | | **SPARKLING WINE ROSE** | | **$195** | **$216** | **$309** | **$444** | **$481** | **$69** | **-13.04%** | **8.40%** | **16.15%** |
| | WHITE | OTHER | NON-VQA | $2,021 | $1,995 | $2,025 | $1,923 | $1,762 | $318 | -7.81% | -8.40% | 16.33% |
| | | | VQA | $3 | $4 | $5 | $2 | $0 | $0 | n/a | -100.00% | 0.00% |
| | | BC | NON-VQA | $927 | $801 | $898 | $997 | $1,104 | $191 | -7.72% | 10.75% | 36.94% |
| | | | VQA | $2,084 | $2,522 | $2,678 | $2,573 | $2,845 | $536 | 5.45% | 10.54% | 23.91% |
| | | **SPARKLING WINE WHITE** | | **$5,036** | **$5,322** | **$5,606** | **$5,495** | **$5,711** | **$1,045** | **-1.43%** | **3.92%** | **24.09%** |
| | **SPARKLING WINE** | | | **$5,737** | **$5,963** | **$6,350** | **$6,410** | **$6,690** | **$1,223** | **0.30%** | **4.37%** | **21.87%** |
| TABLE WINE | ICE WINE RED | OTHER | NON-VQA | $0 | $0 | $5 | $159 | $150 | $36 | -65.13% | -5.41% | 0.00% |
| | | | VQA | $81 | $38 | $35 | $5 | $12 | $1 | n/a | 129.11% | 0.00% |
| | | BC | NON-VQA | $12 | $18 | $16 | $2 | $1 | $0 | -100.00% | -27.09% | 0.00% |
| | | | VQA | $611 | $693 | $715 | $1,601 | $1,380 | $168 | -33.12% | -13.82% | 0.30% |
| | | **ICE WINE RED** | | **$704** | **$749** | **$771** | **$1,767** | **$1,543** | **$206** | **-42.26%** | **-12.66%** | **0.27%** |
| | ICE WINE ROSE | BC | VQA | $4 | $1 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | **ICE WINE ROSE** | | **$4** | **$1** | **$0** | **$0** | **$0** | **$0** | **n/a** | **n/a** | **0.00%** |
| | ICE WINE WHITE | OTHER | NON-VQA | $8 | $16 | $4 | $385 | $1,290 | $341 | 22.37% | 234.87% | 0.00% |
| | | | VQA | $1,145 | $1,302 | $1,239 | $1,480 | $1,440 | $203 | -1.44% | -2.74% | 0.45% |
| | | BC | NON-VQA | $12 | $125 | $122 | $35 | $3 | $1 | 276.13% | -90.58% | 0.00% |
| | | | VQA | $3,822 | $3,595 | $3,991 | $3,382 | $2,985 | $641 | 28.26% | -11.74% | 4.40% |
| | | **ICE WINE WHITE** | | **$4,987** | **$5,038** | **$5,356** | **$5,282** | **$5,718** | **$1,186** | **20.43%** | **8.25%** | **2.41%** |
| | RED | OTHER | NON-VQA | $62 | $56 | $47 | $111 | $126 | $21 | 1.52% | 13.08% | 11.68% |

## DOMESTIC WINE MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TABLE WINE | RED | OTHER | VQA | $310 | $355 | $274 | $196 | $140 | $22 | -28.14% | -28.48% | 5.03% |
| | | BC | NON-VQA | $85,860 | $86,871 | $93,332 | $96,511 | $101,129 | $22,147 | 1.45% | 4.78% | 11.06% |
| | | | VQA | $67,069 | $75,409 | $81,556 | $85,333 | $84,545 | $15,559 | -8.06% | -0.92% | 19.98% |
| | | **TABLE WINE RED** | | **$153,300** | **$162,691** | **$175,209** | **$182,152** | **$185,940** | **$37,750** | **-2.72%** | **2.08%** | **15.11%** |
| | ROSE | OTHER | VQA | $4 | $0 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | BC | NON-VQA | $4,690 | $5,069 | $5,241 | $5,935 | $6,275 | $1,363 | -4.64% | 5.73% | 7.68% |
| | | | VQA | $2,782 | $3,348 | $3,781 | $4,006 | $4,695 | $1,215 | 15.17% | 17.17% | 6.78% |
| | | **TABLE WINE ROSE** | | **$7,477** | **$8,416** | **$9,022** | **$9,941** | **$10,969** | **$2,578** | **3.77%** | **10.34%** | **7.29%** |
| | WHITE | OTHER | NON-VQA | $71 | $123 | $125 | $432 | $478 | $83 | -39.40% | 10.73% | 3.24% |
| | | | VQA | $215 | $266 | $253 | $125 | $165 | $46 | 87.84% | 31.80% | 7.92% |
| | | BC | NON-VQA | $89,043 | $88,972 | $94,249 | $101,931 | $108,473 | $25,015 | 1.31% | 6.42% | 11.14% |
| | | | VQA | $69,607 | $77,995 | $79,914 | $81,125 | $84,095 | $18,341 | 0.12% | 3.66% | 22.21% |
| | | **TABLE WINE WHITE** | | **$158,936** | **$167,356** | **$174,541** | **$183,614** | **$193,211** | **$43,485** | **0.73%** | **5.23%** | **15.93%** |
| | **TABLE WINE** | | | **$325,407** | **$344,251** | **$364,899** | **$382,755** | **$397,381** | **$85,205** | **-0.70%** | **3.82%** | **15.05%** |
| WINE - GIFT PACKS | WINE - GIFT PACKS ALL | OTHER | NON-VQA | $67 | $440 | $467 | $315 | $202 | $6 | 1,411.35% | -35.83% | 0.00% |
| | | | VQA | $398 | $1 | $162 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | BC | NON-VQA | $1 | $0 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | | VQA | $270 | $906 | $1,096 | $267 | $4 | $0 | -100.00% | -98.50% | 0.00% |
| | | **WINE - GIFT PACKS ALL** | | **$735** | **$1,347** | **$1,725** | **$582** | **$206** | **$6** | **-31.10%** | **-64.58%** | **0.00%** |
| | **WINE - GIFT PACKS** | | | **$735** | **$1,347** | **$1,725** | **$582** | **$206** | **$6** | **-31.10%** | **-64.58%** | **0.00%** |
| **DOMESTIC WINE - TOTAL** | | | | **$343,053** | **$363,290** | **$384,914** | **$401,790** | **$415,733** | **$88,564** | **-1.00%** | **3.47%** | **14.76%** |

**IMPORT WINE MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN LITRES**

| | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| APERITIF, DESSERT AND FORTIFIED WINE | FLAVOURED | AUSTRALIA | 2,946 | 2,517 | 2,715 | 2,150 | 1,792 | 315 | -7.08% | -16.64% | 2.38% |
| | | CHINA | 0 | 170 | 2,691 | 1,947 | 1,799 | 366 | 22.92% | -7.59% | 3.00% |
| | | FRANCE | 0 | 0 | 0 | 202 | 378 | 10 | -90.62% | 86.48% | 0.00% |
| | | ITALY | 80 | 5 | 8,509 | 16,831 | 14,420 | 2,509 | -30.63% | -14.33% | 12.81% |
| | | SLOVAK REPUBLIC | 0 | 0 | 0 | 0 | 58 | 0 | n/a | n/a | 0.00% |
| | | SOUTH AFRICA | 0 | 0 | 0 | 2,637 | 1,611 | 1,224 | -53.58% | -38.91% | 0.00% |
| | | UNITED STATES OF AMERICA | 13,917 | 3,272 | 3,597 | 4,816 | 21,092 | 3,474 | 103.25% | 337.90% | 0.37% |
| | | **FLAVOURED** | **16,943** | **5,964** | **17,512** | **28,584** | **41,149** | **7,898** | **-9.30%** | **43.75%** | **5.17%** |
| | FRUIT | DENMARK | 1 | 0 | 0 | -1 | 1 | 0 | 100.00% | 200.00% | 0.00% |
| | | FRANCE | 0 | 0 | 16 | 9 | 9 | 0 | n/a | 0.00% | 0.00% |
| | | JAPAN | 10,371 | 11,054 | 10,250 | 10,488 | 11,036 | 2,396 | 6.74% | 5.22% | 23.81% |
| | | KOREA - SOUTH | 232 | 141 | 178 | 181 | 644 | 449 | 1,428.32% | 255.59% | 26.25% |
| | | TURKEY | 0 | 21 | 3 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | UNITED STATES OF AMERICA | 2,209 | 2,286 | 3,715 | 3,769 | 7,570 | 1,663 | 101.36% | 100.88% | 28.31% |
| | | **FRUIT** | **12,812** | **13,502** | **14,162** | **14,447** | **19,260** | **4,508** | **45.46%** | **33.32%** | **25.70%** |
| | MADEIRA | PORTUGAL | 5,268 | 5,300 | 5,206 | 5,164 | 4,660 | 807 | 1.51% | -9.76% | 26.44% |
| | | **MADEIRA** | **5,268** | **5,300** | **5,206** | **5,164** | **4,660** | **807** | **1.51%** | **-9.76%** | **26.44%** |
| | MONTILLA | SPAIN | 11,062 | 9,783 | 10,247 | 11,122 | 11,602 | 2,605 | 17.32% | 4.32% | 5.32% |
| | | **MONTILLA** | **11,062** | **9,783** | **10,247** | **11,122** | **11,602** | **2,605** | **17.32%** | **4.32%** | **5.32%** |
| | OTHER | AUSTRALIA | 0 | 8 | 0 | 206 | 287 | 45 | 25.00% | 39.24% | 0.00% |
| | | **OTHER** | **0** | **8** | **0** | **206** | **287** | **45** | **25.00%** | **39.24%** | **0.00%** |
| | OTHER FORTIFIED | ARGENTINA | 0 | 0 | 28 | 7 | 0 | 0 | n/a | -100.00% | 0.00% |
| | | AUSTRALIA | 396 | 527 | 574 | 402 | 106 | 6 | -88.65% | -73.69% | 0.00% |
| | | CHINA | 6,565 | 6,076 | 7,012 | 6,911 | 6,423 | 1,156 | -15.89% | -7.07% | 17.45% |
| | | FRANCE | 35,415 | 33,504 | 32,476 | 33,905 | 34,817 | 7,335 | -2.87% | 2.69% | 8.58% |
| | | GREECE | 165 | 68 | 103 | 1 | 0 | 0 | n/a | -100.00% | 0.00% |

## IMPORT WINE MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

| | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| APERITIF, DESSERT AND FORTIFIED WINE | OTHER FORTIFIED | ITALY | 15,424 | 15,071 | 14,614 | 14,415 | 14,050 | 2,732 | -5.93% | -2.53% | 31.72% |
| | | JAPAN | 50 | 148 | 485 | 1,059 | 1,422 | 416 | 37.36% | 34.34% | 84.59% |
| | | KOREA - SOUTH | 5,362 | 4,441 | 8,867 | 10,673 | 11,789 | 3,603 | 38.60% | 10.46% | 37.31% |
| | | SPAIN | 0 | 44 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | UNITED STATES OF AMERICA | 2,027 | 1,753 | 1,665 | 1,605 | 1,405 | 303 | -2.65% | -12.46% | 26.13% |
| | | URUGUAY | 4 | 4 | 9 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | **OTHER FORTIFIED** | **65,408** | **61,637** | **65,832** | **68,977** | **70,012** | **15,550** | **3.00%** | **1.50%** | **20.80%** |
| | PORT | AUSTRALIA | 29,041 | 21,420 | 18,817 | 18,070 | 17,366 | 4,015 | 10.55% | -3.89% | 10.05% |
| | | PORTUGAL | 88,195 | 85,825 | 84,415 | 81,226 | 80,750 | 14,740 | 3.27% | -0.59% | 9.80% |
| | | SOUTH AFRICA | 20,351 | 17,437 | 19,640 | 19,367 | 13,370 | 345 | -91.21% | -30.97% | 9.42% |
| | | UNITED STATES OF AMERICA | 43 | 37 | 33 | 32 | 32 | 6 | -37.50% | 0.00% | 0.00% |
| | | **PORT** | **137,630** | **124,718** | **122,905** | **118,694** | **111,517** | **19,105** | **-12.51%** | **-6.05%** | **9.80%** |
| | SAKE | JAPAN | 66,821 | 68,692 | 71,622 | 75,433 | 85,317 | 19,795 | 16.45% | 13.10% | 38.54% |
| | | KOREA - SOUTH | 2,714 | 2,374 | 1,700 | 2,024 | 1,797 | 419 | 11.58% | -11.19% | 44.51% |
| | | UNITED STATES OF AMERICA | 313,706 | 320,164 | 308,288 | 314,674 | 308,213 | 68,593 | -2.95% | -2.05% | 65.32% |
| | | **SAKE** | **383,241** | **391,230** | **381,610** | **392,131** | **395,326** | **88,807** | **0.86%** | **0.81%** | **59.44%** |
| | SHERRY | AUSTRALIA | 28,817 | 28,376 | 34,873 | 36,666 | 30,421 | 6,706 | 4.23% | -17.03% | 1.15% |
| | | NEW ZEALAND | 26,386 | 20,578 | 1,192 | -2 | 0 | 0 | n/a | 100.00% | 0.00% |
| | | SOUTH AFRICA | 28,312 | 22,328 | 26,136 | 19,688 | 14,151 | 256 | -94.92% | -28.12% | 0.37% |
| | | SPAIN | 72,789 | 67,621 | 65,949 | 63,092 | 60,683 | 11,346 | -2.17% | -3.82% | 2.35% |
| | | **SHERRY** | **156,305** | **138,904** | **128,150** | **119,445** | **105,255** | **18,308** | **-20.66%** | **-11.88%** | **1.73%** |
| | VERMOUTH | FRANCE | 21,711 | 21,072 | 18,804 | 17,638 | 11,463 | 2,507 | -34.61% | -35.01% | 14.92% |
| | | ITALY | 215,956 | 207,138 | 197,696 | 188,011 | 186,855 | 41,760 | -2.40% | -0.61% | 6.39% |
| | | SLOVAK REPUBLIC | 0 | 0 | 0 | 0 | 58 | 0 | n/a | n/a | 0.00% |
| | | UNITED STATES OF AMERICA | 158 | 178 | 242 | 226 | 336 | 102 | 257.89% | 48.34% | 0.00% |
| | | **VERMOUTH** | **237,825** | **228,388** | **216,742** | **205,876** | **198,712** | **44,369** | **-4.89%** | **-3.51%** | **6.95%** |

**IMPORT WINE MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN LITRES**

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL** | | | | **1,026,492** | **979,434** | **962,365** | **964,645** | **957,780** | **202,003** | **-3.61%** | **-0.71%** | 29.75% |
| TABLE WINE | ARGENTINA | RED | IMPORT BOTTLED | 1,818,226 | 2,318,668 | 2,474,397 | 2,603,493 | 2,553,709 | 566,377 | -1.25% | -1.91% | 13.30% |
| | | | **RED - TOTAL** | **1,818,226** | **2,318,668** | **2,474,397** | **2,603,493** | **2,553,709** | **566,377** | **-1.25%** | **-1.91%** | **13.30%** |
| | | ROSE | IMPORT BOTTLED | 1,551 | 4,190 | 7,566 | 9,220 | 5,782 | 1,145 | 30.07% | -37.28% | 1.95% |
| | | | **ROSE - TOTAL** | **1,551** | **4,190** | **7,566** | **9,220** | **5,782** | **1,145** | **30.07%** | **-37.28%** | **1.95%** |
| | | WHITE | IMPORT BOTTLED | 247,926 | 329,652 | 343,673 | 375,906 | 358,805 | 82,297 | -10.45% | -4.55% | 7.74% |
| | | | **WHITE - TOTAL** | **247,926** | **329,652** | **343,673** | **375,906** | **358,805** | **82,297** | **-10.45%** | **-4.55%** | **7.74%** |
| | | **TOTAL** | | **2,067,703** | **2,652,509** | **2,825,636** | **2,988,619** | **2,918,297** | **649,819** | **-2.48%** | **-2.35%** | **12.60%** |
| | ARMENIA | WHITE | IMPORT BOTTLED | 38 | 14 | 0 | 14 | 0 | 0 | n/a | -100.00% | 0.00% |
| | | | **WHITE - TOTAL** | **38** | **14** | **0** | **14** | **0** | **0** | **n/a** | **-100.00%** | **0.00%** |
| | | **TOTAL** | | **38** | **14** | **0** | **14** | **0** | **0** | **n/a** | **-100.00%** | **0.00%** |
| | AUSTRALIA | RED | CANADA BOTTLED | 11,477 | 11,128 | 4,428 | 11 | 0 | 0 | n/a | -100.00% | 0.00% |
| | | | IMPORT BOTTLED | 4,992,628 | 4,527,914 | 4,151,226 | 4,073,103 | 3,601,850 | 745,004 | -14.98% | -11.57% | 9.85% |
| | | | **RED - TOTAL** | **5,004,105** | **4,539,042** | **4,155,654** | **4,073,114** | **3,601,850** | **745,004** | **-14.98%** | **-11.57%** | **9.85%** |
| | | ROSE | IMPORT BOTTLED | 20,062 | 19,608 | 14,532 | 11,954 | 14,392 | 4,084 | 45.59% | 20.40% | 3.61% |
| | | | **ROSE - TOTAL** | **20,062** | **19,608** | **14,532** | **11,954** | **14,392** | **4,084** | **45.59%** | **20.40%** | **3.61%** |
| | | WHITE | CANADA BOTTLED | 10,750 | 6,061 | 1,776 | 0 | 16 | 0 | n/a | n/a | 0.00% |
| | | | IMPORT BOTTLED | 2,212,662 | 2,069,117 | 1,890,272 | 1,961,736 | 1,954,071 | 436,797 | -3.83% | -0.39% | 6.68% |
| | | | **WHITE - TOTAL** | **2,223,411** | **2,075,178** | **1,892,048** | **1,961,736** | **1,954,087** | **436,797** | **-3.83%** | **-0.39%** | **6.68%** |
| | | **TOTAL** | | **7,247,578** | **6,633,827** | **6,062,234** | **6,046,803** | **5,570,329** | **1,185,886** | **-11.06%** | **-7.88%** | **8.72%** |
| | AUSTRIA | RED | IMPORT BOTTLED | 896 | 1,172 | 616 | 1,358 | 1,653 | 317 | -25.00% | 21.70% | 3.45% |
| | | | **RED - TOTAL** | **896** | **1,172** | **616** | **1,358** | **1,653** | **317** | **-25.00%** | **21.70%** | **3.45%** |
| | | ROSE | IMPORT BOTTLED | 278 | 405 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | | **ROSE - TOTAL** | **278** | **405** | **0** | **0** | **0** | **0** | **n/a** | **n/a** | **0.00%** |
| | | WHITE | IMPORT BOTTLED | 6,346 | 8,740 | 11,565 | 9,174 | 7,001 | 1,649 | -31.46% | -23.68% | 21.76% |
| | | | **WHITE - TOTAL** | **6,346** | **8,740** | **11,565** | **9,174** | **7,001** | **1,649** | **-31.46%** | **-23.68%** | **21.76%** |

**IMPORT WINE MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN LITRES**

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TABLE WINE | AUSTRIA | **TOTAL** | | **7,521** | **10,316** | **12,182** | **10,532** | **8,654** | **1,966** | **-30.50%** | **-17.83%** | **18.26%** |
| | BULGARIA | RED | IMPORT BOTTLED | 1,297 | 4 | 206 | 630 | 660 | 132 | 22.22% | 4.76% | -1.82% |
| | | | **RED - TOTAL** | **1,297** | **4** | **206** | **630** | **660** | **132** | **22.22%** | **4.76%** | **-1.82%** |
| | | WHITE | IMPORT BOTTLED | 0 | 0 | 342 | 855 | 189 | 27 | -82.35% | -77.89% | 0.00% |
| | | | **WHITE - TOTAL** | **0** | **0** | **342** | **855** | **189** | **27** | **-82.35%** | **-77.89%** | **0.00%** |
| | | **TOTAL** | | **1,297** | **4** | **548** | **1,485** | **849** | **159** | **-39.08%** | **-42.83%** | **-0.35%** |
| | CHILE | RED | CANADA BOTTLED | 281,007 | 232,904 | 168,866 | 133,494 | 100,659 | 21,593 | -24.79% | -24.60% | 27.69% |
| | | | IMPORT BOTTLED | 2,071,901 | 2,173,526 | 2,217,876 | 2,190,312 | 2,089,424 | 474,555 | -4.14% | -4.61% | 5.77% |
| | | | **RED - TOTAL** | **2,352,908** | **2,406,430** | **2,386,742** | **2,323,806** | **2,190,082** | **496,148** | **-5.28%** | **-5.75%** | **6.77%** |
| | | ROSE | IMPORT BOTTLED | 8,499 | 7,572 | 6,149 | 6,894 | 4,343 | 740 | -54.43% | -37.00% | 4.01% |
| | | | **ROSE - TOTAL** | **8,499** | **7,572** | **6,149** | **6,894** | **4,343** | **740** | **-54.43%** | **-37.00%** | **4.01%** |
| | | WHITE | CANADA BOTTLED | 224,145 | 181,412 | 126,616 | 97,296 | 80,994 | 17,262 | -13.85% | -16.76% | 28.08% |
| | | | IMPORT BOTTLED | 830,766 | 931,828 | 983,200 | 1,003,549 | 1,032,405 | 246,637 | -2.10% | 2.88% | 8.69% |
| | | | **WHITE - TOTAL** | **1,054,911** | **1,113,239** | **1,109,815** | **1,100,845** | **1,113,398** | **263,899** | **-2.97%** | **1.14%** | **10.10%** |
| | | **TOTAL** | | **3,416,318** | **3,527,241** | **3,502,706** | **3,431,545** | **3,307,824** | **760,787** | **-4.59%** | **-3.61%** | **7.89%** |
| | CHINA | RED | IMPORT BOTTLED | 4,432 | 3,161 | 2,586 | 1,168 | 400 | 62 | -23.15% | -65.79% | 2.63% |
| | | | **RED - TOTAL** | **4,432** | **3,161** | **2,586** | **1,168** | **400** | **62** | **-23.15%** | **-65.79%** | **2.63%** |
| | | WHITE | IMPORT BOTTLED | 287 | 188 | 364 | 907 | 1,233 | 65 | -68.25% | 35.98% | 15.33% |
| | | | **WHITE - TOTAL** | **287** | **188** | **364** | **907** | **1,233** | **65** | **-68.25%** | **35.98%** | **15.33%** |
| | | **TOTAL** | | **4,719** | **3,350** | **2,950** | **2,075** | **1,633** | **128** | **-55.50%** | **-21.32%** | **12.22%** |
| | CROATIA | RED | IMPORT BOTTLED | 4,562 | 3,806 | 2,881 | 851 | 92 | 0 | -100.00% | -89.25% | 0.00% |
| | | | **RED - TOTAL** | **4,562** | **3,806** | **2,881** | **851** | **92** | **0** | **-100.00%** | **-89.25%** | **0.00%** |
| | | WHITE | IMPORT BOTTLED | 0 | 126 | 162 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | | **WHITE - TOTAL** | **0** | **126** | **162** | **0** | **0** | **0** | **n/a** | **n/a** | **0.00%** |
| | | **TOTAL** | | **4,562** | **3,932** | **3,043** | **851** | **92** | **0** | **-100.00%** | **-89.25%** | **0.00%** |
| | CZECH REPUBLIC | RED | IMPORT BOTTLED | 1,155 | 310 | 2 | 1 | 0 | 0 | n/a | -100.00% | 0.00% |

**IMPORT WINE MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN LITRES**

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TABLE WINE | CZECH REPUBLIC | RED | **RED - TOTAL** | **1,155** | **310** | **2** | **1** | **0** | **0** | **n/a** | **-100.00%** | **0.00%** |
| | | WHITE | IMPORT BOTTLED | 1,352 | 408 | 9 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | | **WHITE - TOTAL** | **1,352** | **408** | **9** | **0** | **0** | **0** | **n/a** | **n/a** | **0.00%** |
| | | **TOTAL** | | **2,506** | **718** | **10** | **1** | **0** | **0** | **n/a** | **-100.00%** | **0.00%** |
| | FRANCE | RED | CANADA BOTTLED | 151,144 | 183,156 | 152,235 | 178,654 | 217,437 | 48,181 | 11.76% | 21.71% | 1.52% |
| | | | IMPORT BOTTLED | 1,449,469 | 1,408,416 | 1,393,191 | 1,406,856 | 1,423,290 | 292,707 | -2.57% | 1.17% | 8.49% |
| | | | **RED - TOTAL** | **1,600,613** | **1,591,572** | **1,545,426** | **1,585,510** | **1,640,727** | **340,888** | **-0.77%** | **3.48%** | **7.57%** |
| | | ROSE | IMPORT BOTTLED | 49,426 | 67,718 | 61,244 | 69,381 | 83,923 | 26,651 | 25.89% | 20.96% | 8.98% |
| | | | **ROSE - TOTAL** | **49,426** | **67,718** | **61,244** | **69,381** | **83,923** | **26,651** | **25.89%** | **20.96%** | **8.98%** |
| | | WHITE | CANADA BOTTLED | 65,984 | 78,196 | 44,144 | 62,100 | 75,124 | 16,508 | 7.59% | 20.97% | 1.44% |
| | | | IMPORT BOTTLED | 674,117 | 612,087 | 591,662 | 562,668 | 574,958 | 133,802 | -1.42% | 2.18% | 14.96% |
| | | | **WHITE - TOTAL** | **740,101** | **690,283** | **635,806** | **624,768** | **650,082** | **150,310** | **-0.51%** | **4.05%** | **13.39%** |
| | | **TOTAL** | | **2,390,139** | **2,349,573** | **2,242,476** | **2,279,659** | **2,374,732** | **517,849** | **0.40%** | **4.17%** | **9.21%** |
| | GEORGIA | RED | IMPORT BOTTLED | 0 | 437 | 7,509 | 8,666 | 12,214 | 2,677 | 57.16% | 40.94% | 1.92% |
| | | | **RED - TOTAL** | **0** | **437** | **7,509** | **8,666** | **12,214** | **2,677** | **57.16%** | **40.94%** | **1.92%** |
| | | WHITE | IMPORT BOTTLED | 0 | 45 | 116 | 711 | 2,776 | 412 | 121.77% | 290.40% | 1.51% |
| | | | **WHITE - TOTAL** | **0** | **45** | **116** | **711** | **2,776** | **412** | **121.77%** | **290.40%** | **1.51%** |
| | | **TOTAL** | | **0** | **482** | **7,625** | **9,377** | **14,990** | **3,089** | **63.52%** | **59.86%** | **1.84%** |
| | GERMANY | ICE WINE WHITE | IMPORT BOTTLED | 1 | 0 | 0 | 7 | 3 | 0 | -100.00% | -52.63% | 0.00% |
| | | | **ICE WINE WHITE - TOTAL** | **1** | **0** | **0** | **7** | **3** | **0** | **-100.00%** | **-52.63%** | **0.00%** |
| | | RED | IMPORT BOTTLED | 19,973 | 16,880 | 18,132 | 10,444 | 11,552 | 2,393 | -4.63% | 10.61% | 3.67% |
| | | | **RED - TOTAL** | **19,973** | **16,880** | **18,132** | **10,444** | **11,552** | **2,393** | **-4.63%** | **10.61%** | **3.67%** |
| | | WHITE | IMPORT BOTTLED | 484,621 | 473,585 | 477,313 | 470,078 | 466,689 | 98,620 | -7.17% | -0.72% | 6.47% |
| | | | **WHITE - TOTAL** | **484,621** | **473,585** | **477,313** | **470,078** | **466,689** | **98,620** | **-7.17%** | **-0.72%** | **6.47%** |
| | | **TOTAL** | | **504,595** | **490,466** | **495,445** | **480,529** | **478,244** | **101,014** | **-7.11%** | **-0.48%** | **6.40%** |
| | GREECE | RED | IMPORT BOTTLED | 69,769 | 61,006 | 53,227 | 49,292 | 45,854 | 11,070 | -0.88% | -6.97% | 65.78% |

**IMPORT WINE MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN LITRES**

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TABLE WINE | GREECE | RED | **RED - TOTAL** | **69,769** | **61,006** | **53,227** | **49,292** | **45,854** | **11,070** | **-0.88%** | **-6.97%** | **65.78%** |
| | | ROSE | IMPORT BOTTLED | 45 | 14 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | | **ROSE - TOTAL** | **45** | **14** | **0** | **0** | **0** | **0** | **n/a** | **n/a** | **0.00%** |
| | | WHITE | IMPORT BOTTLED | 59,672 | 55,902 | 53,396 | 48,630 | 47,400 | 12,529 | 10.42% | -2.53% | 54.30% |
| | | | **WHITE - TOTAL** | **59,672** | **55,902** | **53,396** | **48,630** | **47,400** | **12,529** | **10.42%** | **-2.53%** | **54.30%** |
| | | **TOTAL** | | **129,486** | **116,922** | **106,624** | **97,922** | **93,254** | **23,598** | **4.82%** | **-4.77%** | **59.94%** |
| | HUNGARY | RED | IMPORT BOTTLED | 26,663 | 25,014 | 22,994 | 20,856 | 29,979 | 5,306 | 30.05% | 43.74% | 1.26% |
| | | | **RED - TOTAL** | **26,663** | **25,014** | **22,994** | **20,856** | **29,979** | **5,306** | **30.05%** | **43.74%** | **1.26%** |
| | | WHITE | IMPORT BOTTLED | 78,828 | 85,719 | 83,059 | 86,571 | 73,239 | 16,336 | -13.04% | -15.40% | 6.69% |
| | | | **WHITE - TOTAL** | **78,828** | **85,719** | **83,059** | **86,571** | **73,239** | **16,336** | **-13.04%** | **-15.40%** | **6.69%** |
| | | **TOTAL** | | **105,491** | **110,732** | **106,053** | **107,427** | **103,218** | **21,642** | **-5.35%** | **-3.92%** | **5.12%** |
| | INDIA | RED | IMPORT BOTTLED | -1 | 0 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | | **RED - TOTAL** | **-1** | **0** | **0** | **0** | **0** | **0** | **n/a** | **n/a** | **0.00%** |
| | | ROSE | IMPORT BOTTLED | 414 | -13 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | | **ROSE - TOTAL** | **414** | **-13** | **0** | **0** | **0** | **0** | **n/a** | **n/a** | **0.00%** |
| | | WHITE | IMPORT BOTTLED | 1 | 2 | 0 | 0 | 1,383 | 374 | n/a | n/a | 36.17% |
| | | | **WHITE - TOTAL** | **1** | **2** | **0** | **0** | **1,383** | **374** | **n/a** | **n/a** | **36.17%** |
| | | **TOTAL** | | **414** | **-10** | **0** | **0** | **1,383** | **374** | **n/a** | **n/a** | **36.17%** |
| | ISRAEL | RED | IMPORT BOTTLED | 9,727 | 7,323 | 6,860 | 6,194 | 6,434 | 990 | -45.54% | 3.87% | 3.66% |
| | | | **RED - TOTAL** | **9,727** | **7,323** | **6,860** | **6,194** | **6,434** | **990** | **-45.54%** | **3.87%** | **3.66%** |
| | | ROSE | IMPORT BOTTLED | 0 | 0 | 213 | 772 | 702 | 121 | -35.34% | -9.13% | 19.02% |
| | | | **ROSE - TOTAL** | **0** | **0** | **213** | **772** | **702** | **121** | **-35.34%** | **-9.13%** | **19.02%** |
| | | WHITE | IMPORT BOTTLED | 3,646 | 3,113 | 3,830 | 3,204 | 3,176 | 550 | -30.02% | -0.88% | 0.90% |
| | | | **WHITE - TOTAL** | **3,646** | **3,113** | **3,830** | **3,204** | **3,176** | **550** | **-30.02%** | **-0.88%** | **0.90%** |
| | | **TOTAL** | | **13,373** | **10,436** | **10,903** | **10,171** | **10,312** | **1,660** | **-40.49%** | **1.39%** | **3.85%** |
| | ITALY | RED | CANADA BOTTLED | 0 | 0 | 0 | 0 | 117 | 117 | n/a | n/a | 100.00% |

**IMPORT WINE MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN LITRES**

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TABLE WINE | ITALY | RED | IMPORT BOTTLED | 2,163,861 | 2,188,963 | 2,118,843 | 2,140,003 | 2,214,313 | 499,468 | 4.61% | 3.47% | 15.63% |
| | | | **RED - TOTAL** | **2,163,861** | **2,188,963** | **2,118,843** | **2,140,003** | **2,214,430** | **499,586** | **4.63%** | **3.48%** | **15.64%** |
| | | ROSE | IMPORT BOTTLED | 3,436 | 13,546 | 33,313 | 41,229 | 41,811 | 9,290 | -6.10% | 1.41% | 3.72% |
| | | | **ROSE - TOTAL** | **3,436** | **13,546** | **33,313** | **41,229** | **41,811** | **9,290** | **-6.10%** | **1.41%** | **3.72%** |
| | | WHITE | CANADA BOTTLED | 0 | 0 | 0 | 0 | 117 | 117 | n/a | n/a | 100.00% |
| | | | IMPORT BOTTLED | 1,131,723 | 1,168,581 | 1,201,333 | 1,289,959 | 1,392,258 | 340,232 | 6.83% | 7.93% | 20.47% |
| | | | **WHITE - TOTAL** | **1,131,723** | **1,168,581** | **1,201,333** | **1,289,959** | **1,392,375** | **340,349** | **6.87%** | **7.94%** | **20.47%** |
| | | **TOTAL** | | **3,299,020** | **3,371,091** | **3,353,489** | **3,471,191** | **3,648,616** | **849,224** | **5.39%** | **5.11%** | **17.35%** |
| | LEBANON | RED | IMPORT BOTTLED | 478 | 472 | 394 | 351 | 419 | 92 | 2.50% | 19.44% | 53.85% |
| | | | **RED - TOTAL** | **478** | **472** | **394** | **351** | **419** | **92** | **2.50%** | **19.44%** | **53.85%** |
| | | ROSE | IMPORT BOTTLED | 79 | 43 | 108 | 198 | 63 | 56 | -40.48% | -68.18% | 82.14% |
| | | | **ROSE - TOTAL** | **79** | **43** | **108** | **198** | **63** | **56** | **-40.48%** | **-68.18%** | **82.14%** |
| | | WHITE | IMPORT BOTTLED | 154 | 132 | 169 | 117 | 49 | 9 | 1,100.00% | -58.33% | 0.00% |
| | | | **WHITE - TOTAL** | **154** | **132** | **169** | **117** | **49** | **9** | **1,100.00%** | **-58.33%** | **0.00%** |
| | | **TOTAL** | | **711** | **647** | **670** | **666** | **531** | **158** | **-14.98%** | **-20.27%** | **60.73%** |
| | MEXICO | RED | IMPORT BOTTLED | 1,234 | 790 | 947 | 751 | 526 | 86 | -26.92% | -29.87% | 15.38% |
| | | | **RED - TOTAL** | **1,234** | **790** | **947** | **751** | **526** | **86** | **-26.92%** | **-29.87%** | **15.38%** |
| | | WHITE | IMPORT BOTTLED | 126 | 225 | 279 | 112 | 85 | 17 | -4.17% | -24.67% | 0.00% |
| | | | **WHITE - TOTAL** | **126** | **225** | **279** | **112** | **85** | **17** | **-4.17%** | **-24.67%** | **0.00%** |
| | | **TOTAL** | | **1,360** | **1,016** | **1,226** | **863** | **611** | **103** | **-23.89%** | **-29.19%** | **15.38%** |
| | MOLDOVA, REPUBLIC OF | RED | IMPORT BOTTLED | 72 | 9 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | | **RED - TOTAL** | **72** | **9** | **0** | **0** | **0** | **0** | **n/a** | **n/a** | **0.00%** |
| | | **TOTAL** | | **72** | **9** | **0** | **0** | **0** | **0** | **n/a** | **n/a** | **0.00%** |
| | MONTENEGRO | RED | IMPORT BOTTLED | 3,620 | 3,704 | 4,296 | 4,057 | 4,340 | 794 | -5.87% | 6.97% | 1.12% |
| | | | **RED - TOTAL** | **3,620** | **3,704** | **4,296** | **4,057** | **4,340** | **794** | **-5.87%** | **6.97%** | **1.12%** |
| | | **TOTAL** | | **3,620** | **3,704** | **4,296** | **4,057** | **4,340** | **794** | **-5.87%** | **6.97%** | **1.12%** |

**IMPORT WINE MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN LITRES**

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TABLE WINE | MOROCCO | RED | IMPORT BOTTLED | 122 | 3 | 2 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | | **RED - TOTAL** | **122** | **3** | **2** | **0** | **0** | **0** | **n/a** | **n/a** | **0.00%** |
| | | **TOTAL** | | **122** | **3** | **2** | **0** | **0** | **0** | **n/a** | **n/a** | **0.00%** |
| | NEW ZEALAND | RED | IMPORT BOTTLED | 63,235 | 75,085 | 85,794 | 109,648 | 107,880 | 22,631 | -23.16% | -1.61% | 17.43% |
| | | | **RED - TOTAL** | **63,235** | **75,085** | **85,794** | **109,648** | **107,880** | **22,631** | **-23.16%** | **-1.61%** | **17.43%** |
| | | ROSE | IMPORT BOTTLED | 2,234 | 785 | 1,438 | 328 | 0 | 0 | n/a | -100.00% | 0.00% |
| | | | **ROSE - TOTAL** | **2,234** | **785** | **1,438** | **328** | **0** | **0** | **n/a** | **-100.00%** | **0.00%** |
| | | WHITE | CANADA BOTTLED | 0 | 0 | 0 | 338 | 12,662 | 3,926 | 1,063.33% | 3,651.78% | 43.43% |
| | | | IMPORT BOTTLED | 527,674 | 676,514 | 820,561 | 1,004,882 | 1,198,053 | 309,514 | 13.42% | 19.22% | 19.46% |
| | | | **WHITE - TOTAL** | **527,674** | **676,514** | **820,561** | **1,005,219** | **1,210,716** | **313,440** | **14.71%** | **20.44%** | **19.72%** |
| | | **TOTAL** | | **593,143** | **752,384** | **907,794** | **1,115,195** | **1,318,596** | **336,071** | **11.03%** | **18.24%** | **19.53%** |
| | PORTUGAL | RED | CANADA BOTTLED | 0 | 0 | 0 | 0 | 18 | 0 | n/a | n/a | 0.00% |
| | | | IMPORT BOTTLED | 109,048 | 106,971 | 138,366 | 119,023 | 113,160 | 25,924 | 2.31% | -4.93% | 4.30% |
| | | | **RED - TOTAL** | **109,048** | **106,971** | **138,366** | **119,023** | **113,178** | **25,924** | **2.31%** | **-4.91%** | **4.30%** |
| | | ROSE | IMPORT BOTTLED | 64,080 | 64,311 | 75,891 | 69,161 | 70,383 | 14,704 | -11.84% | 1.77% | 1.57% |
| | | | **ROSE - TOTAL** | **64,080** | **64,311** | **75,891** | **69,161** | **70,383** | **14,704** | **-11.84%** | **1.77%** | **1.57%** |
| | | WHITE | IMPORT BOTTLED | 88,014 | 101,976 | 100,764 | 111,968 | 116,656 | 31,991 | -9.06% | 4.19% | 4.64% |
| | | | **WHITE - TOTAL** | **88,014** | **101,976** | **100,764** | **111,968** | **116,656** | **31,991** | **-9.06%** | **4.19%** | **4.64%** |
| | | **TOTAL** | | **261,142** | **273,258** | **315,022** | **300,152** | **300,218** | **72,620** | **-5.93%** | **0.02%** | **3.79%** |
| | ROMANIA | WHITE | IMPORT BOTTLED | 0 | 0 | 0 | 19 | 0 | 0 | n/a | -100.00% | 0.00% |
| | | | **WHITE - TOTAL** | **0** | **0** | **0** | **19** | **0** | **0** | **n/a** | **-100.00%** | **0.00%** |
| | | **TOTAL** | | **0** | **0** | **0** | **19** | **0** | **0** | **n/a** | **-100.00%** | **0.00%** |
| | SLOVENIA | RED | IMPORT BOTTLED | 0 | 0 | 58 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | | **RED - TOTAL** | **0** | **0** | **58** | **0** | **0** | **0** | **n/a** | **n/a** | **0.00%** |
| | | WHITE | IMPORT BOTTLED | 388 | 165 | 40 | 4 | 13 | 0 | -100.00% | 183.33% | 0.00% |
| | | | **WHITE - TOTAL** | **388** | **165** | **40** | **4** | **13** | **0** | **-100.00%** | **183.33%** | **0.00%** |

**IMPORT WINE MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN LITRES**

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TABLE WINE | SLOVENIA | **TOTAL** | | **388** | **165** | **99** | **4** | **13** | **0** | **-100.00%** | **183.33%** | **0.00%** |
| | SOUTH AFRICA | RED | CANADA BOTTLED | 370 | 816 | 96 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | | IMPORT BOTTLED | 693,578 | 625,280 | 590,114 | 564,594 | 517,031 | 99,418 | -18.56% | -8.42% | 3.89% |
| | | | **RED - TOTAL** | **693,948** | **626,096** | **590,210** | **564,594** | **517,031** | **99,418** | **-18.56%** | **-8.42%** | **3.89%** |
| | | ROSE | IMPORT BOTTLED | 1,864 | 496 | 2,286 | 36 | 117 | 0 | -100.00% | 225.00% | 0.00% |
| | | | **ROSE - TOTAL** | **1,864** | **496** | **2,286** | **36** | **117** | **0** | **-100.00%** | **225.00%** | **0.00%** |
| | | WHITE | CANADA BOTTLED | 396 | 624 | 108 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | | IMPORT BOTTLED | 377,637 | 376,605 | 408,754 | 417,146 | 402,238 | 92,642 | -2.56% | -3.57% | 5.15% |
| | | | **WHITE - TOTAL** | **378,033** | **377,229** | **408,862** | **417,146** | **402,238** | **92,642** | **-2.56%** | **-3.57%** | **5.15%** |
| | | **TOTAL** | | **1,073,845** | **1,003,821** | **1,001,357** | **981,776** | **919,386** | **192,060** | **-11.57%** | **-6.35%** | **4.44%** |
| | SPAIN | RED | IMPORT BOTTLED | 708,270 | 735,534 | 863,227 | 1,010,990 | 1,155,349 | 268,478 | 17.88% | 14.28% | 6.08% |
| | | | **RED - TOTAL** | **708,270** | **735,534** | **863,227** | **1,010,990** | **1,155,349** | **268,478** | **17.88%** | **14.28%** | **6.08%** |
| | | ROSE | IMPORT BOTTLED | 14,766 | 10,889 | 13,796 | 9,983 | 13,587 | 4,426 | 38.07% | 36.10% | 13.43% |
| | | | **ROSE - TOTAL** | **14,766** | **10,889** | **13,796** | **9,983** | **13,587** | **4,426** | **38.07%** | **36.10%** | **13.43%** |
| | | WHITE | IMPORT BOTTLED | 45,810 | 49,426 | 64,792 | 65,704 | 81,946 | 23,612 | 49.13% | 24.72% | 13.71% |
| | | | **WHITE - TOTAL** | **45,810** | **49,426** | **64,792** | **65,704** | **81,946** | **23,612** | **49.13%** | **24.72%** | **13.71%** |
| | | **TOTAL** | | **768,846** | **795,850** | **941,815** | **1,086,677** | **1,250,882** | **296,516** | **20.14%** | **15.11%** | **6.66%** |
| | SWITZERLAND | RED | IMPORT BOTTLED | 36 | 0 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | | **RED - TOTAL** | **36** | **0** | **0** | **0** | **0** | **0** | **n/a** | **n/a** | **0.00%** |
| | | WHITE | IMPORT BOTTLED | 45 | 0 | 317 | 2 | 0 | 0 | n/a | -100.00% | 0.00% |
| | | | **WHITE - TOTAL** | **45** | **0** | **317** | **2** | **0** | **0** | **n/a** | **-100.00%** | **0.00%** |
| | | **TOTAL** | | **81** | **0** | **317** | **2** | **0** | **0** | **n/a** | **-100.00%** | **0.00%** |
| | TURKEY | RED | IMPORT BOTTLED | 0 | 180 | 331 | 389 | 323 | 108 | 50.00% | -16.96% | 0.00% |
| | | | **RED - TOTAL** | **0** | **180** | **331** | **389** | **323** | **108** | **50.00%** | **-16.96%** | **0.00%** |
| | | **TOTAL** | | **0** | **180** | **331** | **389** | **323** | **108** | **50.00%** | **-16.96%** | **0.00%** |
| | UNITED STATES OF AMERICA | ICE WINE WHITE | IMPORT BOTTLED | 0 | 0 | 0 | 14 | 0 | 0 | n/a | -100.00% | 0.00% |

## IMPORT WINE MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TABLE WINE | UNITED STATES OF AMERICA | ICE WINE WHITE | **ICE WINE WHITE - TOTAL** | **0** | **0** | **0** | **14** | **0** | **0** | **n/a** | **-100.00%** | **0.00%** |
| | | RED | CANADA BOTTLED | 502,540 | 494,430 | 425,260 | 371,858 | 310,915 | 68,265 | -12.17% | -16.39% | 1.53% |
| | | | IMPORT BOTTLED | 2,727,460 | 2,813,397 | 2,962,058 | 3,431,133 | 3,936,976 | 881,112 | 6.07% | 14.74% | 12.62% |
| | | | **RED - TOTAL** | **3,230,000** | **3,307,827** | **3,387,318** | **3,802,991** | **4,247,891** | **949,376** | **4.51%** | **11.70%** | **11.81%** |
| | | ROSE | CANADA BOTTLED | 11,858 | 10,198 | 1,920 | 1,035 | 225 | 0 | -100.00% | -78.26% | 0.00% |
| | | | IMPORT BOTTLED | 507,571 | 490,288 | 471,520 | 464,050 | 466,907 | 106,619 | -0.28% | 0.62% | 5.25% |
| | | | **ROSE - TOTAL** | **519,428** | **500,487** | **473,440** | **465,084** | **467,132** | **106,619** | **-0.52%** | **0.44%** | **5.25%** |
| | | WHITE | CANADA BOTTLED | 269,318 | 257,808 | 217,830 | 173,778 | 119,562 | 24,408 | -26.60% | -31.20% | 2.31% |
| | | | IMPORT BOTTLED | 1,625,352 | 1,679,681 | 1,713,152 | 1,830,684 | 1,913,514 | 451,885 | 1.88% | 4.52% | 10.54% |
| | | | **WHITE - TOTAL** | **1,894,671** | **1,937,489** | **1,930,982** | **2,004,463** | **2,033,076** | **476,292** | **-0.10%** | **1.43%** | **10.06%** |
| | | **TOTAL** | | **5,644,099** | **5,745,803** | **5,791,740** | **6,272,551** | **6,748,099** | **1,532,288** | **2.68%** | **7.58%** | **10.83%** |
| | URUGUAY | RED | IMPORT BOTTLED | 738 | 1,794 | 2,252 | 958 | 788 | 107 | -34.70% | -17.70% | 0.00% |
| | | | **RED - TOTAL** | **738** | **1,794** | **2,252** | **958** | **788** | **107** | **-34.70%** | **-17.70%** | **0.00%** |
| | | WHITE | IMPORT BOTTLED | 0 | 9 | 27 | 52 | -1 | 0 | n/a | -101.45% | 0.00% |
| | | | **WHITE - TOTAL** | **0** | **9** | **27** | **52** | **-1** | **0** | **n/a** | **-101.45%** | **0.00%** |
| | | **TOTAL** | | **738** | **1,803** | **2,278** | **1,010** | **788** | **107** | **-34.70%** | **-21.99%** | **0.00%** |
| IMPORT TABLE WINE - SUMMARY | | | CANADA BOTTLED | 1,528,988 | 1,456,734 | 1,143,278 | 1,018,564 | 917,845 | 200,377 | -8.41% | -9.89% | 7.44% |
| | | | IMPORT BOTTLED | 26,013,938 | 26,403,511 | 26,555,594 | 27,682,999 | 28,158,367 | 6,347,643 | -0.81% | 1.72% | 11.07% |
| **IMPORT TABLE WINE - TOTAL** | | | | **27,542,926** | **27,860,245** | **27,698,872** | **28,701,563** | **29,076,212** | **6,548,020** | **-1.06%** | **1.31%** | **10.95%** |
| SPARKLING WINE | ARGENTINA | RED | | 0 | 0 | 45 | 81 | 0 | 0 | -100.00% | -100.00% | 0.00% |
| | | ROSE | | 0 | 81 | 72 | 202 | 436 | 252 | n/a | 115.56% | 62.89% |
| | | WHITE | | 1,683 | 2,966 | 1,929 | 3,447 | 5,568 | 957 | -4.27% | 61.51% | 6.25% |
| | | **TOTAL** | | **1,683** | **3,046** | **2,046** | **3,731** | **6,004** | **1,209** | **-7.60%** | **60.94%** | **10.37%** |
| | AUSTRALIA | RED | | 13,897 | 11,666 | 9,951 | 9,566 | 8,203 | 1,811 | 3.96% | -14.25% | 0.81% |
| | | ROSE | | 57,356 | 82,793 | 77,970 | 75,558 | 81,501 | 17,634 | 1.33% | 7.86% | 3.89% |
| | | WHITE | | 124,174 | 110,521 | 93,734 | 91,572 | 104,500 | 18,526 | 2.71% | 14.12% | 5.02% |

**IMPORT WINE MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN LITRES**

| | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| SPARKLING WINE | AUSTRALIA | **TOTAL** | **195,428** | **204,980** | **181,656** | **176,696** | **194,203** | **37,971** | **2.12%** | **9.91%** | **4.37%** |
| | AUSTRIA | ROSE | 0 | 0 | 0 | 9 | 9 | 0 | n/a | 0.00% | 0.00% |
| | | **TOTAL** | **0** | **0** | **0** | **9** | **9** | **0** | **n/a** | **0.00%** | **0.00%** |
| | CHILE | ROSE | 13,308 | 14,369 | 17,727 | 17,964 | 15,756 | 2,539 | -26.23% | -12.30% | 1.38% |
| | | WHITE | 693 | 4 | 86 | 123 | 22 | 0 | n/a | -81.71% | 0.00% |
| | | **TOTAL** | **14,001** | **14,373** | **17,813** | **18,087** | **15,778** | **2,539** | **-26.23%** | **-12.77%** | **1.38%** |
| | CHINA | WHITE | 0 | 0 | 44 | 174 | 88 | 2 | -97.62% | -49.57% | 0.00% |
| | | **TOTAL** | **0** | **0** | **44** | **174** | **88** | **2** | **-97.62%** | **-49.57%** | **0.00%** |
| | CZECH REPUBLIC | WHITE | 1,043 | 4 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | **TOTAL** | **1,043** | **4** | **0** | **0** | **0** | **0** | **n/a** | **n/a** | **0.00%** |
| | FRANCE | RED | 0 | 0 | 0 | 1,979 | 0 | 0 | n/a | -100.00% | 0.00% |
| | | ROSE | 31,037 | 31,281 | 39,350 | 46,710 | 46,625 | 10,426 | 9.55% | -0.18% | 9.65% |
| | | ROSE TABLE WINE | 0 | 138 | 1,839 | 3,538 | 3,984 | 789 | 0.86% | 12.59% | 5.48% |
| | | WHITE | 180,659 | 174,918 | 170,301 | 173,675 | 184,703 | 34,526 | 3.04% | 6.35% | 24.93% |
| | | WHITE TABLE WINE | 4,714 | 5,209 | 6,778 | 5,110 | 5,483 | 1,038 | 6.54% | 7.29% | 15.51% |
| | | **TOTAL** | **216,410** | **211,546** | **218,267** | **231,014** | **240,796** | **46,778** | **4.46%** | **4.23%** | **21.44%** |
| | GERMANY | ROSE | 0 | 15,326 | 15,406 | 19,387 | 20,264 | 3,227 | -3.28% | 4.52% | 4.60% |
| | | WHITE | 149,155 | 156,530 | 162,878 | 155,537 | 156,333 | 25,433 | -1.44% | 0.51% | 12.15% |
| | | **TOTAL** | **149,155** | **171,855** | **178,285** | **174,924** | **176,597** | **28,661** | **-1.65%** | **0.96%** | **11.28%** |
| | HUNGARY | ROSE | 0 | 0 | 0 | 0 | 94 | 32 | n/a | n/a | 0.00% |
| | | WHITE | 18,580 | 19,621 | 18,916 | 15,642 | 12,619 | 2,505 | -3.77% | -19.33% | 1.26% |
| | | **TOTAL** | **18,580** | **19,621** | **18,916** | **15,642** | **12,713** | **2,536** | **-3.77%** | **-19.33%** | **1.26%** |
| | ISRAEL | WHITE | 4 | 0 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | **TOTAL** | **4** | **0** | **0** | **0** | **0** | **0** | **n/a** | **n/a** | **0.00%** |
| | ITALY | RED | 0 | 40 | 0 | 94 | 34 | 14 | -40.00% | -64.29% | 6.67% |
| | | ROSE | 5,451 | 11,446 | 11,688 | 11,442 | 12,918 | 2,095 | 13.38% | 12.90% | 10.74% |

## IMPORT WINE MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN LITRES

| | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| SPARKLING WINE | ITALY | WHITE | 134,716 | 161,150 | 178,710 | 208,724 | 278,188 | 64,818 | 52.36% | 33.28% | 22.82% |
| | | **TOTAL** | **140,167** | **172,636** | **190,398** | **220,261** | **291,140** | **66,926** | **50.70%** | **32.18%** | **22.28%** |
| | NEW ZEALAND | ROSE | 180 | 36 | 180 | 3,518 | 5,309 | 1,066 | 11.19% | 50.94% | 10.48% |
| | | WHITE | 4,824 | 3,076 | 8,334 | 13,411 | 13,126 | 2,157 | -13.76% | -2.13% | 8.31% |
| | | **TOTAL** | **5,004** | **3,112** | **8,514** | **16,928** | **18,435** | **3,223** | **-6.85%** | **8.90%** | **8.94%** |
| | PORTUGAL | ROSE | 526 | 527 | 477 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | WHITE | 270 | 279 | 421 | 198 | 310 | 122 | 107.69% | 56.44% | 11.38% |
| | | **TOTAL** | **796** | **806** | **898** | **198** | **310** | **122** | **107.69%** | **56.44%** | **11.38%** |
| | SOUTH AFRICA | ROSE | 179 | 90 | 90 | 99 | 153 | 9 | 0.00% | 54.55% | 0.00% |
| | | WHITE | 1,492 | 20,438 | 18,662 | 16,125 | 15,692 | 3,724 | -2.68% | -2.68% | 5.04% |
| | | **TOTAL** | **1,671** | **20,528** | **18,752** | **16,224** | **15,845** | **3,734** | **-2.68%** | **-2.33%** | **5.04%** |
| | SPAIN | RED | 0 | 18 | 22 | 58 | 0 | 0 | n/a | -100.00% | 0.00% |
| | | ROSE | 13,849 | 16,892 | 20,266 | 14,504 | 12,266 | 2,235 | -12.61% | -15.43% | 10.28% |
| | | WHITE | 241,845 | 262,928 | 266,986 | 256,489 | 263,246 | 50,732 | 1.40% | 2.63% | 17.49% |
| | | **TOTAL** | **255,694** | **279,838** | **287,275** | **271,051** | **275,512** | **52,967** | **0.72%** | **1.65%** | **17.17%** |
| | UNITED STATES OF AMERICA | ROSE | 5,865 | 20,198 | 8,122 | 2,900 | 2,046 | 315 | -31.26% | -29.44% | 4.84% |
| | | WHITE | 111,591 | 114,429 | 108,083 | 102,349 | 99,982 | 20,339 | 6.03% | -2.31% | 11.16% |
| | | **TOTAL** | **117,456** | **134,627** | **116,205** | **105,248** | **102,028** | **20,654** | **5.16%** | **-3.06%** | **11.03%** |
| **IMPORT SPARKLING WINE - TOTAL** | | | **1,117,091** | **1,236,972** | **1,239,070** | **1,250,187** | **1,349,458** | **267,321** | **10.35%** | **7.94%** | **15.33%** |
| WINE - GIFT PACKS | | AUSTRALIA | 8,822 | 7,106 | 3,934 | 3 | 0 | 0 | n/a | -100.00% | 0.00% |
| | | CHILE | 0 | 0 | 0 | 859 | 318 | 48 | 33.33% | -62.97% | 7.23% |
| | | FRANCE | 414 | 959 | 1,762 | 1,892 | 2,640 | 194 | 207.14% | 39.52% | 2.22% |
| | | ITALY | 3,113 | 2 | 0 | 1,800 | 0 | 0 | -100.00% | -100.00% | 0.00% |
| | | PORTUGAL | 40 | 20 | 0 | 0 | 0 | 0 | n/a | n/a | 0.00% |
| | | SOUTH AFRICA | 0 | 8,680 | 2 | 0 | 2,882 | 11 | n/a | n/a | 0.42% |
| | | SPAIN | 0 | 2,065 | 1,012 | 0 | 2,343 | 69 | n/a | n/a | 0.72% |

**IMPORT WINE MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN LITRES**

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| WINE - GIFT PACKS | UNITED STATES OF AMERICA | 2 | 0 | 0 | 2,913 | 14 | 14 | n/a | -99.54% | 0.00% |
| **IMPORT WINE - GIFT PACKS - TOTAL** | | **12,390** | **18,832** | **6,710** | **7,467** | **8,196** | **335** | **219.29%** | **9.76%** | **1.35%** |
| **IMPORT WINE - TOTAL** | | **29,698,899** | **30,095,482** | **29,907,016** | **30,923,861** | **31,391,646** | **7,017,680** | **-0.75%** | **1.51%** | **11.71%** |

**IMPORT WINE MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN RETAIL DOLLARS (000s)**

| | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| APERITIF, DESSERT AND FORTIFIED WINE | FLAVOURED | AUSTRALIA | $75 | $64 | $71 | $56 | $47 | $8 | -7.06% | -16.65% | 2.39% |
| | | CHINA | $0 | $2 | $38 | $30 | $28 | $6 | 19.62% | -7.31% | 3.00% |
| | | FRANCE | $0 | $0 | $0 | $11 | $21 | $1 | -90.86% | 86.36% | 0.00% |
| | | ITALY | $4 | $0 | $179 | $365 | $323 | $58 | -27.82% | -11.64% | 14.66% |
| | | SLOVAK REPUBLIC | $0 | $0 | $0 | $0 | $1 | $0 | n/a | n/a | 0.00% |
| | | SOUTH AFRICA | $0 | $0 | $0 | $30 | $18 | $14 | -54.67% | -39.99% | 0.00% |
| | | UNITED STATES OF AMERICA | $97 | $23 | $26 | $53 | $351 | $55 | 145.11% | 564.57% | 0.33% |
| | | **FLAVOURED** | **$176** | **$90** | **$314** | **$546** | **$789** | **$141** | **-7.35%** | **44.35%** | **6.74%** |
| | FRUIT | DENMARK | $0 | $0 | $0 | $0 | $0 | $0 | 100.00% | 200.00% | 0.00% |
| | | FRANCE | $0 | $0 | $1 | $0 | $0 | $0 | n/a | 0.00% | 0.00% |
| | | JAPAN | $265 | $284 | $282 | $297 | $309 | $69 | 5.64% | 3.80% | 30.90% |
| | | KOREA - SOUTH | $5 | $3 | $4 | $4 | $16 | $12 | 1,813.52% | 328.14% | 27.88% |
| | | TURKEY | $0 | $1 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | UNITED STATES OF AMERICA | $36 | $38 | $64 | $64 | $150 | $33 | 136.94% | 132.74% | 29.24% |
| | | **FRUIT** | **$305** | **$325** | **$351** | **$366** | **$475** | **$114** | **42.82%** | **29.87%** | **30.31%** |
| | MADEIRA | PORTUGAL | $173 | $177 | $178 | $171 | $162 | $31 | 9.13% | -5.12% | 25.00% |
| | | **MADEIRA** | **$173** | **$177** | **$178** | **$171** | **$162** | **$31** | **9.13%** | **-5.12%** | **25.00%** |
| | MONTILLA | SPAIN | $203 | $179 | $189 | $207 | $221 | $48 | 11.29% | 6.71% | 6.92% |
| | | **MONTILLA** | **$203** | **$179** | **$189** | **$207** | **$221** | **$48** | **11.29%** | **6.71%** | **6.92%** |
| | OTHER | AUSTRALIA | $0 | $0 | $0 | $5 | $7 | $1 | 22.40% | 39.06% | 0.00% |
| | | **OTHER** | **$0** | **$0** | **$0** | **$5** | **$7** | **$1** | **22.40%** | **39.06%** | **0.00%** |
| | OTHER FORTIFIED | ARGENTINA | $0 | $0 | $1 | $0 | $0 | $0 | n/a | -100.00% | 0.00% |
| | | AUSTRALIA | $20 | $25 | $25 | $21 | $7 | $1 | -80.35% | -66.45% | 0.00% |
| | | CHINA | $146 | $136 | $165 | $155 | $139 | $25 | -19.40% | -10.06% | 17.38% |
| | | FRANCE | $569 | $555 | $551 | $578 | $589 | $120 | -5.52% | 1.85% | 10.48% |
| | | GREECE | $3 | $1 | $2 | $0 | $0 | $0 | n/a | -100.00% | 0.00% |

**IMPORT WINE MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN RETAIL DOLLARS (000s)**

| | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| APERITIF, DESSERT AND FORTIFIED WINE | OTHER FORTIFIED | ITALY | $317 | $319 | $319 | $316 | $310 | $60 | -5.56% | -1.95% | 31.82% |
| | | JAPAN | $3 | $9 | $30 | $62 | $84 | $23 | 31.43% | 34.31% | 82.90% |
| | | KOREA - SOUTH | $126 | $103 | $124 | $133 | $159 | $41 | 35.81% | 19.57% | 37.02% |
| | | SPAIN | $0 | $2 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | UNITED STATES OF AMERICA | $76 | $65 | $63 | $62 | $54 | $11 | -5.87% | -13.87% | 26.24% |
| | | URUGUAY | $0 | $0 | $1 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | **OTHER FORTIFIED** | **$1,260** | **$1,216** | **$1,281** | **$1,328** | **$1,341** | **$280** | **-1.05%** | **1.04%** | **24.51%** |
| | PORT | AUSTRALIA | $524 | $401 | $348 | $324 | $329 | $69 | 2.08% | 1.63% | 14.10% |
| | | PORTUGAL | $3,252 | $3,285 | $3,315 | $3,047 | $2,966 | $532 | 1.16% | -2.66% | 11.64% |
| | | SOUTH AFRICA | $302 | $262 | $299 | $295 | $202 | $5 | -91.36% | -31.54% | 9.54% |
| | | UNITED STATES OF AMERICA | $1 | $1 | $2 | $4 | $2 | $0 | -28.93% | -41.17% | 0.00% |
| | | **PORT** | **$4,079** | **$3,949** | **$3,964** | **$3,669** | **$3,499** | **$607** | **-7.29%** | **-4.64%** | **11.76%** |
| | SAKE | JAPAN | $1,660 | $1,725 | $1,896 | $2,040 | $2,306 | $528 | 12.65% | 13.05% | 51.33% |
| | | KOREA - SOUTH | $48 | $40 | $29 | $38 | $34 | $8 | 6.26% | -10.10% | 44.61% |
| | | UNITED STATES OF AMERICA | $3,200 | $3,187 | $3,152 | $3,190 | $3,173 | $693 | -2.35% | -0.55% | 57.08% |
| | | **SAKE** | **$4,907** | **$4,952** | **$5,077** | **$5,268** | **$5,512** | **$1,229** | **3.63%** | **4.65%** | **54.60%** |
| | SHERRY | AUSTRALIA | $384 | $381 | $481 | $496 | $417 | $90 | 1.96% | -15.96% | 1.15% |
| | | NEW ZEALAND | $394 | $318 | $19 | $0 | $0 | $0 | n/a | 100.00% | 0.00% |
| | | SOUTH AFRICA | $361 | $284 | $342 | $257 | $184 | $3 | -94.99% | -28.24% | 0.37% |
| | | SPAIN | $1,518 | $1,426 | $1,446 | $1,374 | $1,340 | $245 | -3.01% | -2.46% | 2.83% |
| | | **SHERRY** | **$2,656** | **$2,409** | **$2,288** | **$2,126** | **$1,941** | **$339** | **-16.75%** | **-8.72%** | **2.23%** |
| | VERMOUTH | FRANCE | $241 | $228 | $220 | $218 | $180 | $40 | -15.40% | -17.55% | 15.23% |
| | | ITALY | $2,425 | $2,321 | $2,254 | $2,207 | $2,205 | $484 | -3.67% | -0.08% | 7.24% |
| | | SLOVAK REPUBLIC | $0 | $0 | $0 | $0 | $1 | $0 | n/a | n/a | 0.00% |
| | | UNITED STATES OF AMERICA | $5 | $6 | $9 | $8 | $12 | $4 | 276.64% | 50.71% | 0.00% |
| | | **VERMOUTH** | **$2,671** | **$2,555** | **$2,483** | **$2,433** | **$2,398** | **$528** | **-4.17%** | **-1.48%** | **8.03%** |

## IMPORT WINE MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL** | | | | **$16,431** | **$15,853** | **$16,124** | **$16,119** | **$16,346** | **$3,317** | **-2.01%** | **1.41%** | 25.91% |
| TABLE WINE | ARGENTINA | RED | IMPORT BOTTLED | $25,963 | $33,998 | $38,504 | $41,569 | $41,260 | $8,982 | -2.34% | -0.74% | 14.50% |
| | | | **RED - TOTAL** | **$25,963** | **$33,998** | **$38,504** | **$41,569** | **$41,260** | **$8,982** | **-2.34%** | **-0.74%** | **14.50%** |
| | | ROSE | IMPORT BOTTLED | $27 | $71 | $118 | $134 | $79 | $13 | -0.09% | -40.94% | 2.27% |
| | | | **ROSE - TOTAL** | **$27** | **$71** | **$118** | **$134** | **$79** | **$13** | **-0.09%** | **-40.94%** | **2.27%** |
| | | WHITE | IMPORT BOTTLED | $3,039 | $4,056 | $4,468 | $4,978 | $4,753 | $1,069 | -12.58% | -4.53% | 8.28% |
| | | | **WHITE - TOTAL** | **$3,039** | **$4,056** | **$4,468** | **$4,978** | **$4,753** | **$1,069** | **-12.58%** | **-4.53%** | **8.28%** |
| | | **TOTAL** | | **$29,028** | **$38,125** | **$43,089** | **$46,681** | **$46,091** | **$10,063** | **-3.54%** | **-1.26%** | **13.84%** |
| | ARMENIA | WHITE | IMPORT BOTTLED | $1 | $0 | $0 | $0 | $0 | $0 | n/a | -100.00% | 0.00% |
| | | | **WHITE - TOTAL** | **$1** | **$0** | **$0** | **$0** | **$0** | **$0** | **n/a** | **-100.00%** | **0.00%** |
| | | **TOTAL** | | **$1** | **$0** | **$0** | **$0** | **$0** | **$0** | **n/a** | **-100.00%** | **0.00%** |
| | AUSTRALIA | RED | CANADA BOTTLED | $136 | $113 | $51 | $0 | $0 | $0 | n/a | -100.00% | 0.00% |
| | | | IMPORT BOTTLED | $85,152 | $76,012 | $71,879 | $70,081 | $62,238 | $12,667 | -16.37% | -11.19% | 10.63% |
| | | | **RED - TOTAL** | **$85,288** | **$76,125** | **$71,930** | **$70,081** | **$62,238** | **$12,667** | **-16.37%** | **-11.19%** | **10.63%** |
| | | ROSE | IMPORT BOTTLED | $296 | $294 | $238 | $189 | $221 | $62 | 35.07% | 17.23% | 4.02% |
| | | | **ROSE - TOTAL** | **$296** | **$294** | **$238** | **$189** | **$221** | **$62** | **35.07%** | **17.23%** | **4.02%** |
| | | WHITE | CANADA BOTTLED | $119 | $62 | $21 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | | IMPORT BOTTLED | $30,868 | $28,487 | $26,601 | $27,006 | $26,505 | $5,857 | -6.23% | -1.85% | 7.13% |
| | | | **WHITE - TOTAL** | **$30,987** | **$28,550** | **$26,622** | **$27,006** | **$26,505** | **$5,857** | **-6.23%** | **-1.85%** | **7.13%** |
| | | **TOTAL** | | **$116,570** | **$104,969** | **$98,790** | **$97,275** | **$88,965** | **$18,587** | **-13.30%** | **-8.54%** | **9.57%** |
| | AUSTRIA | RED | IMPORT BOTTLED | $24 | $31 | $17 | $29 | $34 | $7 | -27.07% | 16.76% | 3.84% |
| | | | **RED - TOTAL** | **$24** | **$31** | **$17** | **$29** | **$34** | **$7** | **-27.07%** | **16.76%** | **3.84%** |
| | | ROSE | IMPORT BOTTLED | $6 | $6 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | | **ROSE - TOTAL** | **$6** | **$6** | **$0** | **$0** | **$0** | **$0** | **n/a** | **n/a** | **0.00%** |
| | | WHITE | IMPORT BOTTLED | $173 | $212 | $287 | $225 | $166 | $37 | -35.71% | -26.41% | 22.97% |
| | | | **WHITE - TOTAL** | **$173** | **$212** | **$287** | **$225** | **$166** | **$37** | **-35.71%** | **-26.41%** | **22.97%** |

## IMPORT WINE MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TABLE WINE | AUSTRIA | **TOTAL** | | **$203** | **$250** | **$304** | **$254** | **$200** | **$43** | **-34.54%** | **-21.49%** | **19.73%** |
| | BULGARIA | RED | IMPORT BOTTLED | $12 | $0 | $4 | $12 | $16 | $3 | 68.27% | 32.73% | -1.29% |
| | | | **RED - TOTAL** | **$12** | **$0** | **$4** | **$12** | **$16** | **$3** | **68.27%** | **32.73%** | **-1.29%** |
| | | WHITE | IMPORT BOTTLED | $0 | $0 | $6 | $14 | $3 | $0 | -83.39% | -80.94% | 0.00% |
| | | | **WHITE - TOTAL** | **$0** | **$0** | **$6** | **$14** | **$3** | **$0** | **-83.39%** | **-80.94%** | **0.00%** |
| | | **TOTAL** | | **$12** | **$0** | **$10** | **$26** | **$18** | **$3** | **-16.27%** | **-29.48%** | **-0.40%** |
| | CHILE | RED | CANADA BOTTLED | $2,490 | $2,049 | $1,556 | $1,185 | $857 | $180 | -28.73% | -27.69% | 25.59% |
| | | | IMPORT BOTTLED | $27,494 | $28,190 | $29,144 | $29,372 | $27,963 | $6,235 | -6.06% | -4.80% | 6.49% |
| | | | **RED - TOTAL** | **$29,984** | **$30,239** | **$30,700** | **$30,557** | **$28,820** | **$6,415** | **-6.89%** | **-5.69%** | **7.06%** |
| | | ROSE | IMPORT BOTTLED | $131 | $122 | $100 | $109 | $65 | $11 | -54.56% | -39.69% | 4.30% |
| | | | **ROSE - TOTAL** | **$131** | **$122** | **$100** | **$109** | **$65** | **$11** | **-54.56%** | **-39.69%** | **4.30%** |
| | | WHITE | CANADA BOTTLED | $1,983 | $1,590 | $1,162 | $867 | $690 | $145 | -18.07% | -20.45% | 26.08% |
| | | | IMPORT BOTTLED | $10,635 | $11,596 | $12,329 | $12,781 | $12,968 | $3,035 | -5.43% | 1.46% | 9.42% |
| | | | **WHITE - TOTAL** | **$12,618** | **$13,186** | **$13,491** | **$13,648** | **$13,658** | **$3,180** | **-6.09%** | **0.07%** | **10.26%** |
| | | **TOTAL** | | **$42,732** | **$43,547** | **$44,291** | **$44,314** | **$42,543** | **$9,607** | **-6.75%** | **-4.00%** | **8.09%** |
| | CHINA | RED | IMPORT BOTTLED | $79 | $60 | $43 | $23 | $9 | $1 | -10.59% | -61.75% | 2.77% |
| | | | **RED - TOTAL** | **$79** | **$60** | **$43** | **$23** | **$9** | **$1** | **-10.59%** | **-61.75%** | **2.77%** |
| | | WHITE | IMPORT BOTTLED | $5 | $3 | $6 | $14 | $15 | $1 | -76.96% | 9.22% | 14.67% |
| | | | **WHITE - TOTAL** | **$5** | **$3** | **$6** | **$14** | **$15** | **$1** | **-76.96%** | **9.22%** | **14.67%** |
| | | **TOTAL** | | **$84** | **$64** | **$49** | **$37** | **$24** | **$2** | **-53.22%** | **-35.05%** | **10.30%** |
| | CROATIA | RED | IMPORT BOTTLED | $63 | $52 | $38 | $11 | $3 | $0 | -100.00% | -74.52% | 0.00% |
| | | | **RED - TOTAL** | **$63** | **$52** | **$38** | **$11** | **$3** | **$0** | **-100.00%** | **-74.52%** | **0.00%** |
| | | WHITE | IMPORT BOTTLED | $0 | $2 | $2 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | | **WHITE - TOTAL** | **$0** | **$2** | **$2** | **$0** | **$0** | **$0** | **n/a** | **n/a** | **0.00%** |
| | | **TOTAL** | | **$63** | **$54** | **$40** | **$11** | **$3** | **$0** | **-100.00%** | **-74.52%** | **0.00%** |
| | CZECH REPUBLIC | RED | IMPORT BOTTLED | $16 | $4 | $0 | $0 | $0 | $0 | n/a | -100.00% | 0.00% |

## IMPORT WINE MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TABLE WINE | CZECH REPUBLIC | RED | **RED - TOTAL** | **$16** | **$4** | **$0** | **$0** | **$0** | **$0** | **n/a** | **-100.00%** | **0.00%** |
| | | WHITE | IMPORT BOTTLED | $19 | $6 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | | **WHITE - TOTAL** | **$19** | **$6** | **$0** | **$0** | **$0** | **$0** | **n/a** | **n/a** | **0.00%** |
| | | **TOTAL** | | **$35** | **$10** | **$0** | **$0** | **$0** | **$0** | **n/a** | **-100.00%** | **0.00%** |
| | FRANCE | RED | CANADA BOTTLED | $1,103 | $1,336 | $1,191 | $1,383 | $1,650 | $367 | 8.94% | 19.35% | 1.52% |
| | | | IMPORT BOTTLED | $34,583 | $30,382 | $31,636 | $37,338 | $39,511 | $6,619 | -13.39% | 5.82% | 8.43% |
| | | | **RED - TOTAL** | **$35,687** | **$31,718** | **$32,827** | **$38,721** | **$41,162** | **$6,986** | **-12.45%** | **6.30%** | **8.15%** |
| | | ROSE | IMPORT BOTTLED | $867 | $1,160 | $1,079 | $1,275 | $1,548 | $509 | 26.67% | 21.41% | 8.96% |
| | | | **ROSE - TOTAL** | **$867** | **$1,160** | **$1,079** | **$1,275** | **$1,548** | **$509** | **26.67%** | **21.41%** | **8.96%** |
| | | WHITE | CANADA BOTTLED | $482 | $570 | $345 | $480 | $567 | $126 | 4.76% | 18.16% | 1.44% |
| | | | IMPORT BOTTLED | $12,376 | $11,441 | $11,572 | $11,785 | $12,278 | $2,770 | -5.32% | 4.18% | 17.12% |
| | | | **WHITE - TOTAL** | **$12,858** | **$12,011** | **$11,917** | **$12,265** | **$12,845** | **$2,895** | **-4.92%** | **4.73%** | **16.42%** |
| | | **TOTAL** | | **$49,411** | **$44,889** | **$45,823** | **$52,261** | **$55,554** | **$10,391** | **-9.07%** | **6.30%** | **10.09%** |
| | GEORGIA | RED | IMPORT BOTTLED | $0 | $10 | $179 | $178 | $249 | $54 | 53.30% | 39.83% | 1.59% |
| | | | **RED - TOTAL** | **$0** | **$10** | **$179** | **$178** | **$249** | **$54** | **53.30%** | **39.83%** | **1.59%** |
| | | WHITE | IMPORT BOTTLED | $0 | $1 | $2 | $12 | $40 | $6 | 115.75% | 224.35% | 1.19% |
| | | | **WHITE - TOTAL** | **$0** | **$1** | **$2** | **$12** | **$40** | **$6** | **115.75%** | **224.35%** | **1.19%** |
| | | **TOTAL** | | **$0** | **$11** | **$181** | **$191** | **$290** | **$60** | **58.11%** | **51.86%** | **1.53%** |
| | GERMANY | ICE WINE WHITE | IMPORT BOTTLED | $0 | $0 | $0 | $2 | $1 | $0 | -100.00% | -52.63% | 0.00% |
| | | | **ICE WINE WHITE - TOTAL** | **$0** | **$0** | **$0** | **$2** | **$1** | **$0** | **-100.00%** | **-52.63%** | **0.00%** |
| | | RED | IMPORT BOTTLED | $262 | $225 | $253 | $173 | $199 | $40 | -10.97% | 14.99% | 4.66% |
| | | | **RED - TOTAL** | **$262** | **$225** | **$253** | **$173** | **$199** | **$40** | **-10.97%** | **14.99%** | **4.66%** |
| | | WHITE | IMPORT BOTTLED | $7,193 | $6,929 | $7,242 | $7,228 | $7,205 | $1,530 | -6.18% | -0.31% | 8.44% |
| | | | **WHITE - TOTAL** | **$7,193** | **$6,929** | **$7,242** | **$7,228** | **$7,205** | **$1,530** | **-6.18%** | **-0.31%** | **8.44%** |
| | | **TOTAL** | | **$7,455** | **$7,154** | **$7,495** | **$7,403** | **$7,405** | **$1,570** | **-6.31%** | **0.03%** | **8.33%** |
| | GREECE | RED | IMPORT BOTTLED | $875 | $765 | $703 | $651 | $624 | $150 | 2.41% | -4.08% | 62.68% |

## IMPORT WINE MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TABLE WINE | GREECE | RED | **RED - TOTAL** | **$875** | **$765** | **$703** | **$651** | **$624** | **$150** | **2.41%** | **-4.08%** | **62.68%** |
| | | ROSE | IMPORT BOTTLED | $1 | $0 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | | **ROSE - TOTAL** | **$1** | **$0** | **$0** | **$0** | **$0** | **$0** | **n/a** | **n/a** | **0.00%** |
| | | WHITE | IMPORT BOTTLED | $667 | $660 | $652 | $587 | $589 | $157 | 15.03% | 0.30% | 52.03% |
| | | | **WHITE - TOTAL** | **$667** | **$660** | **$652** | **$587** | **$589** | **$157** | **15.03%** | **0.30%** | **52.03%** |
| | | **TOTAL** | | **$1,542** | **$1,425** | **$1,354** | **$1,237** | **$1,213** | **$307** | **8.49%** | **-2.00%** | **57.51%** |
| | HUNGARY | RED | IMPORT BOTTLED | $291 | $272 | $257 | $237 | $408 | $66 | 39.95% | 72.11% | 1.64% |
| | | | **RED - TOTAL** | **$291** | **$272** | **$257** | **$237** | **$408** | **$66** | **39.95%** | **72.11%** | **1.64%** |
| | | WHITE | IMPORT BOTTLED | $977 | $1,058 | $1,054 | $1,126 | $1,023 | $217 | -13.16% | -9.09% | 7.09% |
| | | | **WHITE - TOTAL** | **$977** | **$1,058** | **$1,054** | **$1,126** | **$1,023** | **$217** | **-13.16%** | **-9.09%** | **7.09%** |
| | | **TOTAL** | | **$1,268** | **$1,330** | **$1,311** | **$1,363** | **$1,432** | **$284** | **-4.71%** | **5.04%** | **5.54%** |
| | INDIA | RED | IMPORT BOTTLED | $0 | $0 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | | **RED - TOTAL** | **$0** | **$0** | **$0** | **$0** | **$0** | **$0** | **n/a** | **n/a** | **0.00%** |
| | | ROSE | IMPORT BOTTLED | $4 | $0 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | | **ROSE - TOTAL** | **$4** | **$0** | **$0** | **$0** | **$0** | **$0** | **n/a** | **n/a** | **0.00%** |
| | | WHITE | IMPORT BOTTLED | $0 | $0 | $0 | $0 | $29 | $8 | n/a | n/a | 36.31% |
| | | | **WHITE - TOTAL** | **$0** | **$0** | **$0** | **$0** | **$29** | **$8** | **n/a** | **n/a** | **36.31%** |
| | | **TOTAL** | | **$4** | **$0** | **$0** | **$0** | **$29** | **$8** | **n/a** | **n/a** | **36.31%** |
| | ISRAEL | RED | IMPORT BOTTLED | $227 | $169 | $164 | $151 | $159 | $24 | -46.63% | 5.76% | 3.58% |
| | | | **RED - TOTAL** | **$227** | **$169** | **$164** | **$151** | **$159** | **$24** | **-46.63%** | **5.76%** | **3.58%** |
| | | ROSE | IMPORT BOTTLED | $0 | $0 | $4 | $16 | $15 | $3 | -35.19% | -4.26% | 19.10% |
| | | | **ROSE - TOTAL** | **$0** | **$0** | **$4** | **$16** | **$15** | **$3** | **-35.19%** | **-4.26%** | **19.10%** |
| | | WHITE | IMPORT BOTTLED | $79 | $66 | $80 | $70 | $73 | $12 | -30.52% | 4.82% | 0.85% |
| | | | **WHITE - TOTAL** | **$79** | **$66** | **$80** | **$70** | **$73** | **$12** | **-30.52%** | **4.82%** | **0.85%** |
| | | **TOTAL** | | **$305** | **$236** | **$248** | **$236** | **$247** | **$38** | **-41.71%** | **4.82%** | **3.72%** |
| | ITALY | RED | CANADA BOTTLED | $0 | $0 | $0 | $0 | $2 | $2 | n/a | n/a | 100.00% |

## IMPORT WINE MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TABLE WINE | ITALY | RED | IMPORT BOTTLED | $35,880 | $36,706 | $36,869 | $38,080 | $39,686 | $8,561 | 2.60% | 4.22% | 21.31% |
| | | | **RED - TOTAL** | **$35,880** | **$36,706** | **$36,869** | **$38,080** | **$39,688** | **$8,564** | **2.63%** | **4.22%** | **21.32%** |
| | | ROSE | IMPORT BOTTLED | $62 | $246 | $630 | $802 | $822 | $185 | -4.08% | 2.57% | 3.78% |
| | | | **ROSE - TOTAL** | **$62** | **$246** | **$630** | **$802** | **$822** | **$185** | **-4.08%** | **2.57%** | **3.78%** |
| | | WHITE | CANADA BOTTLED | $0 | $0 | $0 | $0 | $2 | $2 | n/a | n/a | 100.00% |
| | | | IMPORT BOTTLED | $16,381 | $17,052 | $18,398 | $20,050 | $21,786 | $5,148 | 4.97% | 8.66% | 22.66% |
| | | | **WHITE - TOTAL** | **$16,381** | **$17,052** | **$18,398** | **$20,050** | **$21,788** | **$5,150** | **5.02%** | **8.67%** | **22.67%** |
| | | **TOTAL** | | **$52,323** | **$54,004** | **$55,897** | **$58,932** | **$62,299** | **$13,899** | **3.40%** | **5.71%** | **21.56%** |
| | LEBANON | RED | IMPORT BOTTLED | $26 | $28 | $26 | $21 | $23 | $5 | 8.87% | 8.60% | 41.13% |
| | | | **RED - TOTAL** | **$26** | **$28** | **$26** | **$21** | **$23** | **$5** | **8.87%** | **8.60%** | **41.13%** |
| | | ROSE | IMPORT BOTTLED | $2 | $1 | $3 | $6 | $2 | $2 | -42.00% | -68.91% | 82.19% |
| | | | **ROSE - TOTAL** | **$2** | **$1** | **$3** | **$6** | **$2** | **$2** | **-42.00%** | **-68.91%** | **82.19%** |
| | | WHITE | IMPORT BOTTLED | $6 | $6 | $7 | $4 | $2 | $0 | 711.95% | -62.08% | 0.00% |
| | | | **WHITE - TOTAL** | **$6** | **$6** | **$7** | **$4** | **$2** | **$0** | **711.95%** | **-62.08%** | **0.00%** |
| | | **TOTAL** | | **$35** | **$35** | **$36** | **$31** | **$26** | **$7** | **-7.41%** | **-15.36%** | **46.80%** |
| | MEXICO | RED | IMPORT BOTTLED | $22 | $16 | $20 | $15 | $10 | $2 | -8.91% | -33.86% | 18.19% |
| | | | **RED - TOTAL** | **$22** | **$16** | **$20** | **$15** | **$10** | **$2** | **-8.91%** | **-33.86%** | **18.19%** |
| | | WHITE | IMPORT BOTTLED | $2 | $4 | $6 | $2 | $1 | $0 | 7.29% | -45.79% | 0.00% |
| | | | **WHITE - TOTAL** | **$2** | **$4** | **$6** | **$2** | **$1** | **$0** | **7.29%** | **-45.79%** | **0.00%** |
| | | **TOTAL** | | **$24** | **$20** | **$26** | **$17** | **$11** | **$2** | **-6.88%** | **-35.41%** | **18.19%** |
| | MOLDOVA, REPUBLIC OF | RED | IMPORT BOTTLED | $1 | $0 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | | **RED - TOTAL** | **$1** | **$0** | **$0** | **$0** | **$0** | **$0** | **n/a** | **n/a** | **0.00%** |
| | | **TOTAL** | | **$1** | **$0** | **$0** | **$0** | **$0** | **$0** | **n/a** | **n/a** | **0.00%** |
| | MONTENEGRO | RED | IMPORT BOTTLED | $51 | $53 | $63 | $60 | $65 | $12 | -1.13% | 8.18% | 1.13% |
| | | | **RED - TOTAL** | **$51** | **$53** | **$63** | **$60** | **$65** | **$12** | **-1.13%** | **8.18%** | **1.13%** |
| | | **TOTAL** | | **$51** | **$53** | **$63** | **$60** | **$65** | **$12** | **-1.13%** | **8.18%** | **1.13%** |

**IMPORT WINE MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN RETAIL DOLLARS (000s)**

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TABLE WINE | MOROCCO | RED | IMPORT BOTTLED | $5 | $0 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | | **RED - TOTAL** | **$5** | **$0** | **$0** | **$0** | **$0** | **$0** | **n/a** | **n/a** | **0.00%** |
| | | **TOTAL** | | **$5** | **$0** | **$0** | **$0** | **$0** | **$0** | **n/a** | **n/a** | **0.00%** |
| | NEW ZEALAND | RED | IMPORT BOTTLED | $1,680 | $1,966 | $2,255 | $2,719 | $2,631 | $539 | -23.62% | -3.24% | 18.08% |
| | | | **RED - TOTAL** | **$1,680** | **$1,966** | **$2,255** | **$2,719** | **$2,631** | **$539** | **-23.62%** | **-3.24%** | **18.08%** |
| | | ROSE | IMPORT BOTTLED | $42 | $15 | $26 | $5 | $0 | $0 | n/a | -100.00% | 0.00% |
| | | | **ROSE - TOTAL** | **$42** | **$15** | **$26** | **$5** | **$0** | **$0** | **n/a** | **-100.00%** | **0.00%** |
| | | WHITE | CANADA BOTTLED | $0 | $0 | $0 | $5 | $208 | $63 | 1,084.71% | 3,847.42% | 39.79% |
| | | | IMPORT BOTTLED | $12,052 | $14,857 | $18,025 | $21,868 | $25,595 | $6,492 | 11.07% | 17.04% | 20.28% |
| | | | **WHITE - TOTAL** | **$12,052** | **$14,857** | **$18,025** | **$21,873** | **$25,803** | **$6,555** | **12.04%** | **17.96%** | **20.43%** |
| | | **TOTAL** | | **$13,774** | **$16,838** | **$20,306** | **$24,598** | **$28,434** | **$7,093** | **8.21%** | **15.59%** | **20.22%** |
| | PORTUGAL | RED | CANADA BOTTLED | $0 | $0 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | | IMPORT BOTTLED | $1,690 | $1,655 | $2,104 | $1,832 | $1,741 | $386 | -0.29% | -4.95% | 5.39% |
| | | | **RED - TOTAL** | **$1,690** | **$1,655** | **$2,104** | **$1,832** | **$1,742** | **$386** | **-0.29%** | **-4.93%** | **5.39%** |
| | | ROSE | IMPORT BOTTLED | $694 | $719 | $872 | $793 | $802 | $167 | -11.31% | 1.13% | 1.62% |
| | | | **ROSE - TOTAL** | **$694** | **$719** | **$872** | **$793** | **$802** | **$167** | **-11.31%** | **1.13%** | **1.62%** |
| | | WHITE | IMPORT BOTTLED | $1,149 | $1,302 | $1,343 | $1,506 | $1,580 | $431 | -8.98% | 4.88% | 5.34% |
| | | | **WHITE - TOTAL** | **$1,149** | **$1,302** | **$1,343** | **$1,506** | **$1,580** | **$431** | **-8.98%** | **4.88%** | **5.34%** |
| | | **TOTAL** | | **$3,533** | **$3,676** | **$4,319** | **$4,131** | **$4,123** | **$984** | **-6.19%** | **-0.19%** | **4.64%** |
| | ROMANIA | WHITE | IMPORT BOTTLED | $0 | $0 | $0 | $0 | $0 | $0 | n/a | -100.00% | 0.00% |
| | | | **WHITE - TOTAL** | **$0** | **$0** | **$0** | **$0** | **$0** | **$0** | **n/a** | **-100.00%** | **0.00%** |
| | | **TOTAL** | | **$0** | **$0** | **$0** | **$0** | **$0** | **$0** | **n/a** | **-100.00%** | **0.00%** |
| | SLOVENIA | RED | IMPORT BOTTLED | $0 | $0 | $1 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | | **RED - TOTAL** | **$0** | **$0** | **$1** | **$0** | **$0** | **$0** | **n/a** | **n/a** | **0.00%** |
| | | WHITE | IMPORT BOTTLED | $14 | $6 | $1 | $0 | $1 | $0 | -100.00% | 183.33% | 0.00% |
| | | | **WHITE - TOTAL** | **$14** | **$6** | **$1** | **$0** | **$1** | **$0** | **-100.00%** | **183.33%** | **0.00%** |

**IMPORT WINE MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN RETAIL DOLLARS (000s)**

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TABLE WINE | SLOVENIA | **TOTAL** | | **$14** | **$6** | **$2** | **$0** | **$1** | **$0** | **-100.00%** | **183.33%** | **0.00%** |
| | SOUTH AFRICA | RED | CANADA BOTTLED | $5 | $11 | $1 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | | IMPORT BOTTLED | $9,716 | $8,797 | $8,341 | $8,246 | $7,597 | $1,492 | -18.09% | -7.88% | 3.96% |
| | | | **RED - TOTAL** | **$9,721** | **$8,808** | **$8,343** | **$8,246** | **$7,597** | **$1,492** | **-18.09%** | **-7.88%** | **3.96%** |
| | | ROSE | IMPORT BOTTLED | $24 | $8 | $26 | $1 | $2 | $0 | -100.00% | 191.34% | 0.00% |
| | | | **ROSE - TOTAL** | **$24** | **$8** | **$26** | **$1** | **$2** | **$0** | **-100.00%** | **191.34%** | **0.00%** |
| | | WHITE | CANADA BOTTLED | $5 | $9 | $2 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | | IMPORT BOTTLED | $4,614 | $4,546 | $5,023 | $5,199 | $5,126 | $1,174 | -2.54% | -1.41% | 5.43% |
| | | | **WHITE - TOTAL** | **$4,620** | **$4,554** | **$5,024** | **$5,199** | **$5,126** | **$1,174** | **-2.54%** | **-1.41%** | **5.43%** |
| | | **TOTAL** | | **$14,365** | **$13,371** | **$13,393** | **$13,446** | **$12,725** | **$2,667** | **-11.92%** | **-5.37%** | **4.56%** |
| | SPAIN | RED | IMPORT BOTTLED | $11,661 | $12,105 | $14,383 | $16,546 | $18,276 | $4,137 | 12.09% | 10.46% | 7.54% |
| | | | **RED - TOTAL** | **$11,661** | **$12,105** | **$14,383** | **$16,546** | **$18,276** | **$4,137** | **12.09%** | **10.46%** | **7.54%** |
| | | ROSE | IMPORT BOTTLED | $243 | $181 | $226 | $184 | $238 | $78 | 26.34% | 29.41% | 13.63% |
| | | | **ROSE - TOTAL** | **$243** | **$181** | **$226** | **$184** | **$238** | **$78** | **26.34%** | **29.41%** | **13.63%** |
| | | WHITE | IMPORT BOTTLED | $709 | $739 | $975 | $1,015 | $1,196 | $319 | 28.83% | 17.86% | 17.58% |
| | | | **WHITE - TOTAL** | **$709** | **$739** | **$975** | **$1,015** | **$1,196** | **$319** | **28.83%** | **17.86%** | **17.58%** |
| | | **TOTAL** | | **$12,612** | **$13,025** | **$15,584** | **$17,745** | **$19,711** | **$4,534** | **13.34%** | **11.08%** | **8.22%** |
| | SWITZERLAND | RED | IMPORT BOTTLED | $1 | $0 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | | **RED - TOTAL** | **$1** | **$0** | **$0** | **$0** | **$0** | **$0** | **n/a** | **n/a** | **0.00%** |
| | | WHITE | IMPORT BOTTLED | $1 | $0 | $9 | $0 | $0 | $0 | n/a | -100.00% | 0.00% |
| | | | **WHITE - TOTAL** | **$1** | **$0** | **$9** | **$0** | **$0** | **$0** | **n/a** | **-100.00%** | **0.00%** |
| | | **TOTAL** | | **$2** | **$0** | **$9** | **$0** | **$0** | **$0** | **n/a** | **-100.00%** | **0.00%** |
| | TURKEY | RED | IMPORT BOTTLED | $0 | $3 | $5 | $5 | $5 | $1 | 32.80% | -8.41% | 0.00% |
| | | | **RED - TOTAL** | **$0** | **$3** | **$5** | **$5** | **$5** | **$1** | **32.80%** | **-8.41%** | **0.00%** |
| | | **TOTAL** | | **$0** | **$3** | **$5** | **$5** | **$5** | **$1** | **32.80%** | **-8.41%** | **0.00%** |
| | UNITED STATES OF AMERICA | ICE WINE WHITE | IMPORT BOTTLED | $0 | $0 | $0 | $2 | $0 | $0 | n/a | -100.00% | 0.00% |

## IMPORT WINE MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TABLE WINE | UNITED STATES OF AMERICA | ICE WINE WHITE | **ICE WINE WHITE - TOTAL** | **$0** | **$0** | **$0** | **$2** | **$0** | **$0** | **n/a** | **-100.00%** | **0.00%** |
| | | RED | CANADA BOTTLED | $3,730 | $3,671 | $3,293 | $2,888 | $2,449 | $532 | -13.26% | -15.21% | 1.51% |
| | | | IMPORT BOTTLED | $49,448 | $50,908 | $56,222 | $66,574 | $77,618 | $17,103 | 8.10% | 16.59% | 16.91% |
| | | | **RED - TOTAL** | **$53,178** | **$54,579** | **$59,515** | **$69,462** | **$80,067** | **$17,635** | **7.30%** | **15.27%** | **16.44%** |
| | | ROSE | CANADA BOTTLED | $89 | $76 | $15 | $8 | $2 | $0 | -100.00% | -78.26% | 0.00% |
| | | | IMPORT BOTTLED | $4,551 | $4,332 | $4,276 | $4,161 | $4,184 | $960 | 0.89% | 0.56% | 6.34% |
| | | | **ROSE - TOTAL** | **$4,640** | **$4,408** | **$4,290** | **$4,169** | **$4,186** | **$960** | **0.68%** | **0.41%** | **6.34%** |
| | | WHITE | CANADA BOTTLED | $2,002 | $1,907 | $1,677 | $1,345 | $947 | $193 | -26.91% | -29.64% | 2.27% |
| | | | IMPORT BOTTLED | $21,999 | $22,661 | $24,348 | $26,390 | $28,648 | $6,697 | 3.46% | 8.56% | 14.27% |
| | | | **WHITE - TOTAL** | **$24,000** | **$24,569** | **$26,025** | **$27,735** | **$29,595** | **$6,890** | **2.27%** | **6.71%** | **13.89%** |
| | | **TOTAL** | | **$81,818** | **$83,556** | **$89,831** | **$101,368** | **$113,848** | **$25,484** | **5.64%** | **12.31%** | **15.40%** |
| | URUGUAY | RED | IMPORT BOTTLED | $17 | $37 | $45 | $19 | $15 | $1 | -55.12% | -21.50% | 0.00% |
| | | | **RED - TOTAL** | **$17** | **$37** | **$45** | **$19** | **$15** | **$1** | **-55.12%** | **-21.50%** | **0.00%** |
| | | WHITE | IMPORT BOTTLED | $0 | $0 | $1 | $1 | $0 | $0 | n/a | -101.45% | 0.00% |
| | | | **WHITE - TOTAL** | **$0** | **$0** | **$1** | **$1** | **$0** | **$0** | **n/a** | **-101.45%** | **0.00%** |
| | | **TOTAL** | | **$17** | **$37** | **$46** | **$20** | **$15** | **$1** | **-55.12%** | **-25.02%** | **0.00%** |
| IMPORT TABLE WINE - SUMMARY | | | CANADA BOTTLED | $12,144 | $11,395 | $9,314 | $8,163 | $7,375 | $1,609 | -9.12% | -9.65% | 7.85% |
| | | | IMPORT BOTTLED | $415,144 | $415,294 | $433,190 | $463,481 | $477,901 | $104,041 | -2.30% | 3.11% | 13.38% |
| **IMPORT TABLE WINE - TOTAL** | | | | **$427,288** | **$426,689** | **$442,505** | **$471,644** | **$485,277** | **$105,650** | **-2.41%** | **2.89%** | **13.30%** |
| SPARKLING WINE | ARGENTINA | RED | | $0 | $0 | $1 | $2 | $0 | $0 | -100.00% | -100.00% | 0.00% |
| | | ROSE | | $0 | $1 | $2 | $4 | $10 | $6 | n/a | 189.60% | 63.33% |
| | | WHITE | | $35 | $61 | $40 | $65 | $124 | $21 | 4.93% | 92.45% | 4.96% |
| | | **TOTAL** | | **$35** | **$62** | **$43** | **$70** | **$135** | **$27** | **1.91%** | **92.76%** | **9.50%** |
| | AUSTRALIA | RED | | $282 | $214 | $177 | $168 | $152 | $34 | 11.00% | -9.15% | 0.98% |
| | | ROSE | | $896 | $1,332 | $1,266 | $1,207 | $1,309 | $277 | -2.02% | 8.47% | 3.76% |
| | | WHITE | | $2,067 | $1,855 | $1,612 | $1,499 | $1,656 | $292 | -0.96% | 10.48% | 5.46% |

**IMPORT WINE MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN RETAIL DOLLARS (000s)**

| | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| SPARKLING WINE | AUSTRALIA | **TOTAL** | **$3,245** | **$3,401** | **$3,056** | **$2,874** | **$3,118** | **$603** | **-0.85%** | **8.49%** | **4.53%** |
| | AUSTRIA | ROSE | $0 | $0 | $0 | $0 | $0 | $0 | n/a | -0.01% | 0.00% |
| | | **TOTAL** | **$0** | **$0** | **$0** | **$0** | **$0** | **$0** | **n/a** | **-0.01%** | **0.00%** |
| | CHILE | ROSE | $284 | $277 | $338 | $337 | $299 | $47 | -25.91% | -11.05% | 1.38% |
| | | WHITE | $11 | $0 | $2 | $2 | $1 | $0 | n/a | -69.89% | 0.00% |
| | | **TOTAL** | **$295** | **$278** | **$340** | **$339** | **$300** | **$47** | **-25.91%** | **-11.43%** | **1.38%** |
| | CHINA | WHITE | $0 | $0 | $1 | $4 | $2 | $0 | -98.00% | -60.91% | 0.00% |
| | | **TOTAL** | **$0** | **$0** | **$1** | **$4** | **$2** | **$0** | **-98.00%** | **-60.91%** | **0.00%** |
| | CZECH REPUBLIC | WHITE | $16 | $0 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | **TOTAL** | **$16** | **$0** | **$0** | **$0** | **$0** | **$0** | **n/a** | **n/a** | **0.00%** |
| | FRANCE | RED | $0 | $0 | $0 | $21 | $0 | $0 | n/a | -100.00% | 0.00% |
| | | ROSE | $1,160 | $1,190 | $1,434 | $1,603 | $1,811 | $403 | 23.14% | 13.00% | 16.10% |
| | | ROSE TABLE WINE | $0 | $4 | $55 | $104 | $121 | $25 | 6.62% | 15.88% | 5.53% |
| | | WHITE | $10,274 | $9,989 | $9,784 | $10,153 | $10,603 | $1,959 | 2.06% | 4.43% | 26.86% |
| | | WHITE TABLE WINE | $140 | $154 | $204 | $155 | $167 | $31 | 3.20% | 7.59% | 15.53% |
| | | **TOTAL** | **$11,574** | **$11,336** | **$11,477** | **$12,037** | **$12,702** | **$2,418** | **5.12%** | **5.53%** | **24.97%** |
| | GERMANY | ROSE | $0 | $256 | $257 | $344 | $362 | $58 | -6.06% | 5.36% | 4.56% |
| | | WHITE | $2,538 | $2,649 | $2,863 | $2,804 | $2,780 | $452 | -5.48% | -0.86% | 12.58% |
| | | **TOTAL** | **$2,538** | **$2,904** | **$3,120** | **$3,148** | **$3,142** | **$510** | **-5.55%** | **-0.18%** | **11.66%** |
| | HUNGARY | ROSE | $0 | $0 | $0 | $0 | $2 | $1 | n/a | n/a | 0.00% |
| | | WHITE | $295 | $312 | $306 | $265 | $221 | $43 | -6.26% | -16.55% | 1.26% |
| | | **TOTAL** | **$295** | **$312** | **$306** | **$265** | **$223** | **$44** | **-6.26%** | **-16.55%** | **1.26%** |
| | ISRAEL | WHITE | $0 | $0 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | **TOTAL** | **$0** | **$0** | **$0** | **$0** | **$0** | **$0** | **n/a** | **n/a** | **0.00%** |
| | ITALY | RED | $0 | $1 | $0 | $3 | $1 | $0 | -41.58% | -64.66% | 6.38% |
| | | ROSE | $143 | $236 | $229 | $226 | $261 | $40 | 0.08% | 15.74% | 11.89% |

## IMPORT WINE MARKET
## ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
## SALES IN RETAIL DOLLARS (000s)

| | | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| SPARKLING WINE | ITALY | WHITE | $2,641 | $3,252 | $3,677 | $4,231 | $5,578 | $1,282 | 45.22% | 31.83% | 22.84% |
| | | **TOTAL** | **$2,784** | **$3,488** | **$3,906** | **$4,460** | **$5,841** | **$1,322** | **43.20%** | **30.95%** | **22.34%** |
| | NEW ZEALAND | ROSE | $4 | $1 | $3 | $99 | $149 | $29 | 5.40% | 50.30% | 10.60% |
| | | WHITE | $98 | $59 | $229 | $353 | $336 | $55 | -14.17% | -4.82% | 6.71% |
| | | **TOTAL** | **$102** | **$60** | **$231** | **$452** | **$485** | **$84** | **-8.32%** | **7.24%** | **7.90%** |
| | PORTUGAL | ROSE | $12 | $13 | $8 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | WHITE | $6 | $6 | $6 | $4 | $5 | $2 | 19.97% | 21.10% | 14.75% |
| | | **TOTAL** | **$18** | **$19** | **$15** | **$4** | **$5** | **$2** | **19.97%** | **21.10%** | **14.75%** |
| | SOUTH AFRICA | ROSE | $6 | $3 | $3 | $3 | $4 | $0 | -2.64% | 25.18% | 0.00% |
| | | WHITE | $42 | $327 | $300 | $251 | $241 | $55 | -5.61% | -3.82% | 4.96% |
| | | **TOTAL** | **$48** | **$330** | **$303** | **$254** | **$245** | **$55** | **-5.59%** | **-3.48%** | **4.96%** |
| | SPAIN | RED | $0 | $1 | $1 | $1 | $0 | $0 | n/a | -100.00% | 0.00% |
| | | ROSE | $287 | $311 | $361 | $277 | $234 | $43 | -14.47% | -15.33% | 10.74% |
| | | WHITE | $4,480 | $4,686 | $4,815 | $4,729 | $4,812 | $914 | -1.05% | 1.74% | 17.42% |
| | | **TOTAL** | **$4,768** | **$4,997** | **$5,176** | **$5,008** | **$5,046** | **$956** | **-1.74%** | **0.77%** | **17.11%** |
| | UNITED STATES OF AMERICA | ROSE | $85 | $250 | $97 | $33 | $34 | $4 | -31.02% | 3.35% | 13.13% |
| | | WHITE | $1,802 | $1,904 | $1,898 | $1,788 | $1,761 | $342 | 2.18% | -1.52% | 10.25% |
| | | **TOTAL** | **$1,887** | **$2,154** | **$1,995** | **$1,821** | **$1,795** | **$346** | **1.67%** | **-1.43%** | **10.30%** |
| **IMPORT SPARKLING WINE - TOTAL** | | | **$27,607** | **$29,341** | **$29,969** | **$30,735** | **$33,038** | **$6,414** | **7.47%** | **7.49%** | **18.47%** |
| WINE - GIFT PACKS | | AUSTRALIA | $128 | $127 | $61 | $0 | $0 | $0 | n/a | -100.00% | 0.00% |
| | | CHILE | $0 | $0 | $0 | $17 | $6 | $1 | 29.87% | -63.12% | 7.26% |
| | | FRANCE | $57 | $87 | $160 | $156 | $230 | $16 | 250.66% | 47.15% | 2.13% |
| | | ITALY | $84 | $0 | $0 | $30 | $0 | $0 | -100.00% | -100.00% | 0.00% |
| | | PORTUGAL | $7 | $3 | $0 | $0 | $0 | $0 | n/a | n/a | 0.00% |
| | | SOUTH AFRICA | $0 | $101 | $0 | $0 | $61 | $0 | n/a | n/a | 0.37% |
| | | SPAIN | $0 | $48 | $24 | $0 | $53 | $1 | n/a | n/a | 0.73% |

**IMPORT WINE MARKET**
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR**
**SALES IN RETAIL DOLLARS (000s)**

| | | 2009 | 2010 | 2011 | 2012 | 2013 | CURRENT QUARTER | % CHG SAME QTR PREV YR | % CHG CURR YR VS PREV YR | LICENSEE % SALES 2013 |
|---|---|---|---|---|---|---|---|---|---|---|
| WINE - GIFT PACKS | UNITED STATES OF AMERICA | $0 | $0 | $0 | $43 | $2 | $2 | n/a | -94.50% | 0.00% |
| **IMPORT WINE - GIFT PACKS - TOTAL** | | **$276** | **$366** | **$245** | **$246** | **$353** | **$21** | **289.10%** | **43.35%** | **1.69%** |
| **IMPORT WINE - TOTAL** | | **$471,602** | **$472,249** | **$488,842** | **$518,744** | **$535,014** | **$115,402** | **-1.89%** | **3.14%** | **13.99%** |

# GLOSSARY AND EXPLANATORY NOTES

| | |
|---|---|
| **"CANADA BOTTLED"** | This is used in the imported wine market section to show wines that were imported in bulk and bottled in Canada. |
| **"IMPORT BOTTLED"** | This is used in the imported wine market section to indicate imported wine bottled outside of Canada. |
| **Domestic Beer** | The Domestic Beer Market section was revised in September 2012 to reflect sales as follows:<br>a) Breweries with Annual Production over 160,000HL<br>b) Breweries with Annual Production over 15,000HL and up to 160,000HL<br>c) Breweries with Annual Production up to 15,000HL |
| **Negative Sales** | Occasionally, negative sales are reported. This is usually due to adjustments or product returns. |
| **Periods** | Refers to the LDB's financial periods which correspond approximately to calendar months. |
| **Retail Dollar Sales** | Value of sales before any applicable discounts are applied and without GST, PST, or HST. |
| **Vintners Quality Alliance (VQA)** | This is a quality designation for wine. British Columbia VQA wines are made entirely from grapes grown in the province and are certified by a panel of experts. |

# Contact Information

For more information about the Quarterly Market Review, please contact the LDB's Information and Privacy Department:

Via phone: 604-252-3010
Via e-mail: salesinfo@bcliquorstores.com